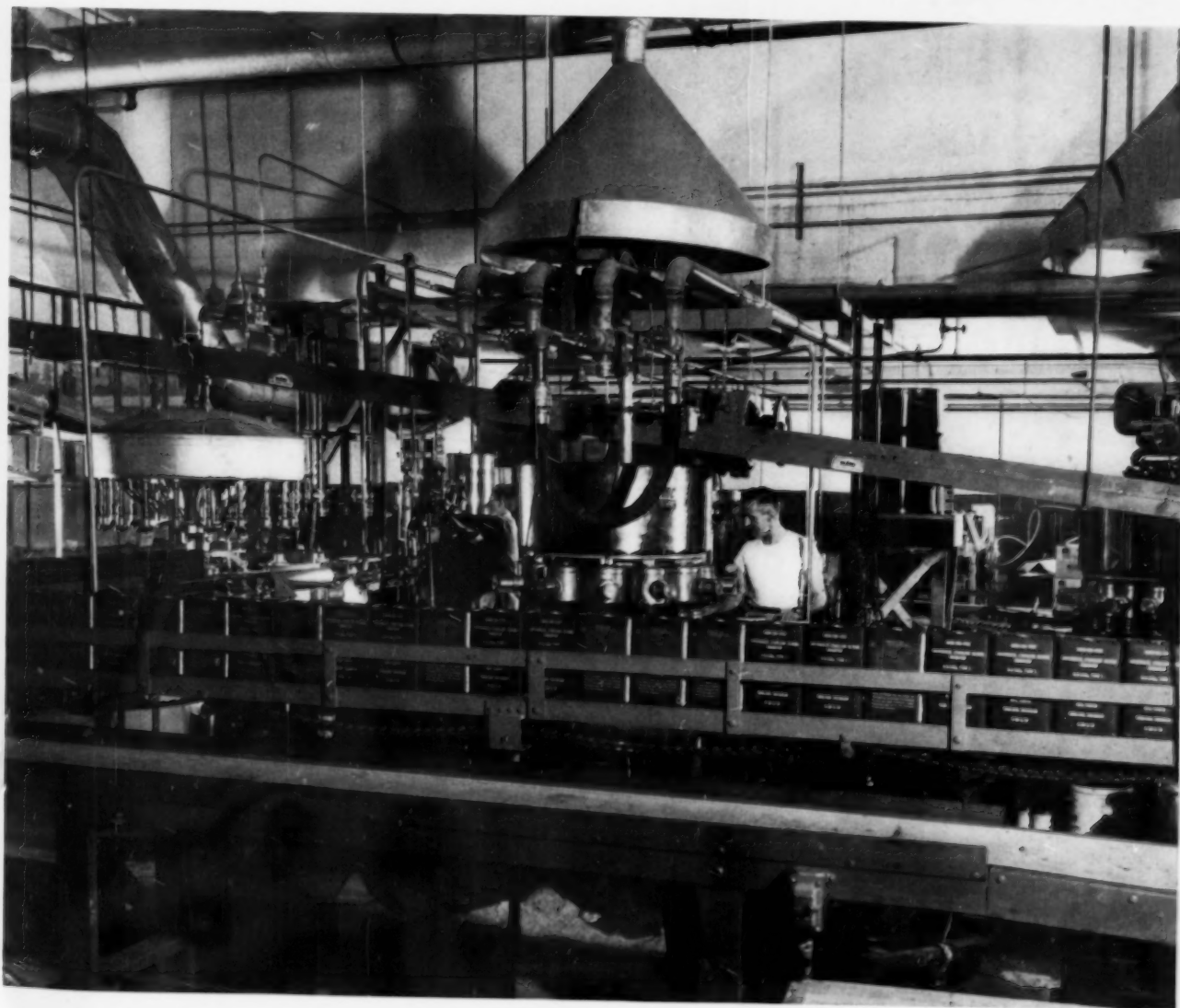


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NOVEMBER 1959

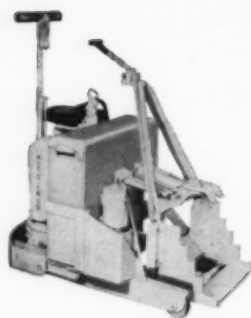


A report on "Special Warehouse Services"

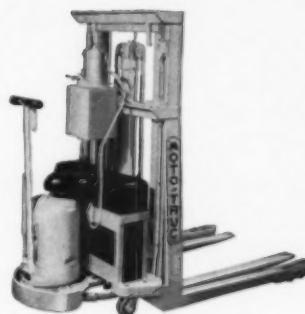
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FORK TRUCK



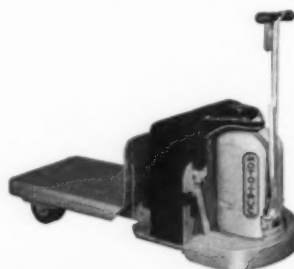
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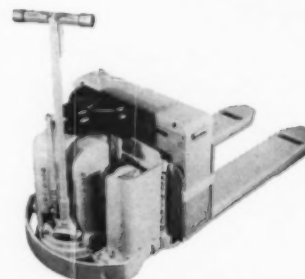
OUTRIGGER TRUCK



TOWING TRACTOR



LOW LIFT PLATFORM TRUCK



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Which MOTO-TRUC "Walkie"* Would You Choose For Your Handling Job?

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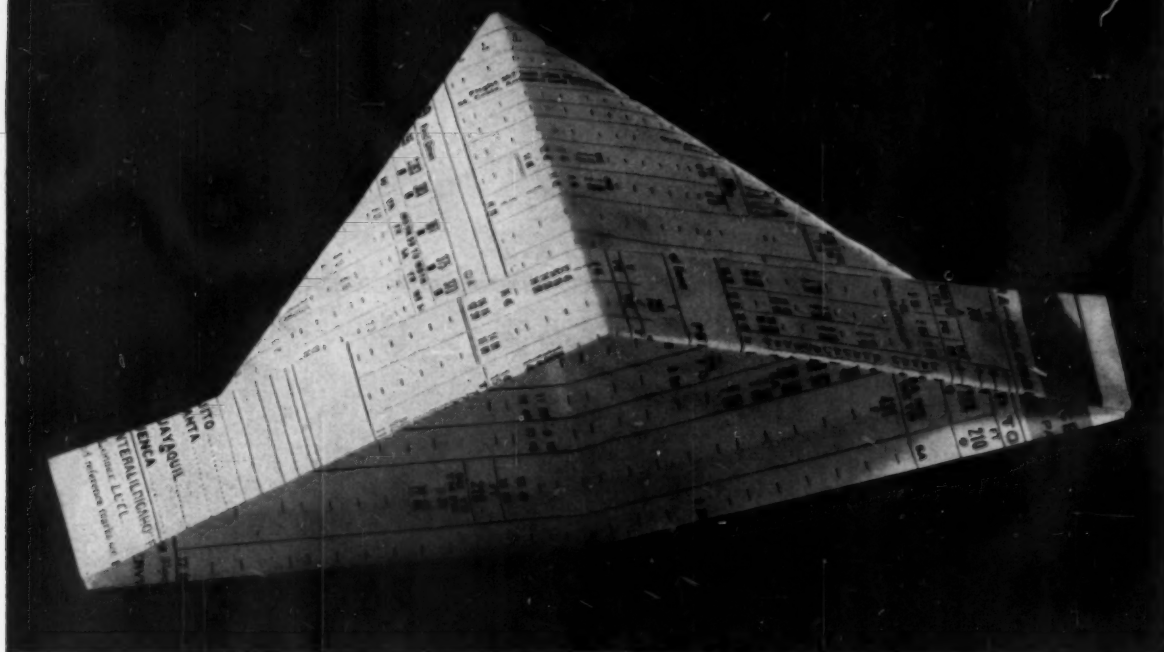
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Pan Am tops 'em again! Now with new time-slashing Jets! Jets that suddenly bring almost every major city in the world within 12 hours of the U.S.A.

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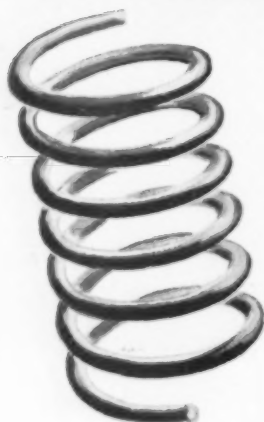
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*Trade Mark, Reg. U.S. Pat. Off.



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ANSWER:

Like the rubber band, fancy diver, and the coil spring, truck transportation is highly flexible . . . Indeed, its ability to meet any shipping schedule *promptly* and to pick up and deliver *anywhere* (anywhere there are roads) is one of its most important advantages . . .

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American Trucking Associations, Inc., Washington 6, D. C.

THE WHEELS THAT GO EVERYWHERE



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Executive, Editorial & Advertising
Offices: Chestnut & 56th Sts.,
Philadelphia 39, Pa., SHerwood 8-2000



Accepted as controlled circulation
publication at Philadelphia, Pa.
Copyright 1959 by Chilton Company.
Published monthly. Subscription rates:
U. S. \$10 per year; Canada \$12
per year; Foreign Countries \$15 per
year. Single copies 75c each, except
February Directory Number—\$5 per
copy.

NOVEMBER 1959

DA DISTRIBUTION AGE

Vol. 58, No. 11

ESTABLISHED 1901

NOVEMBER 1959

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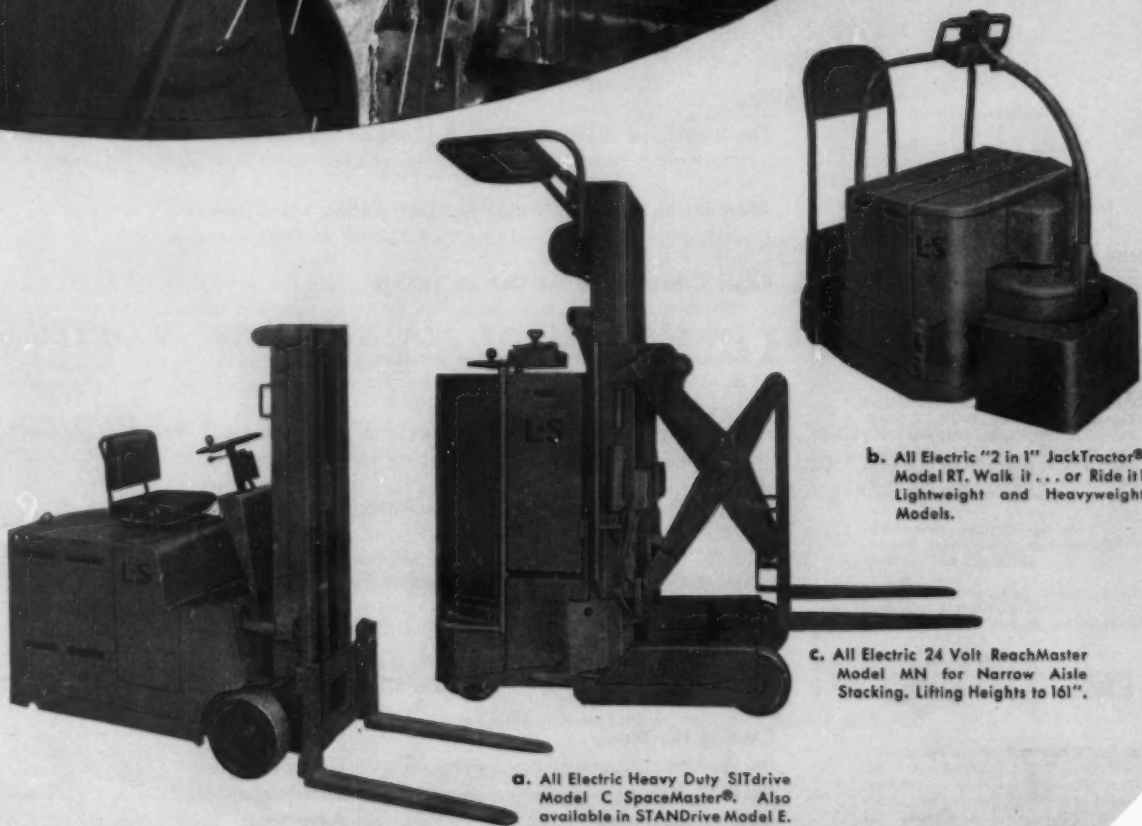
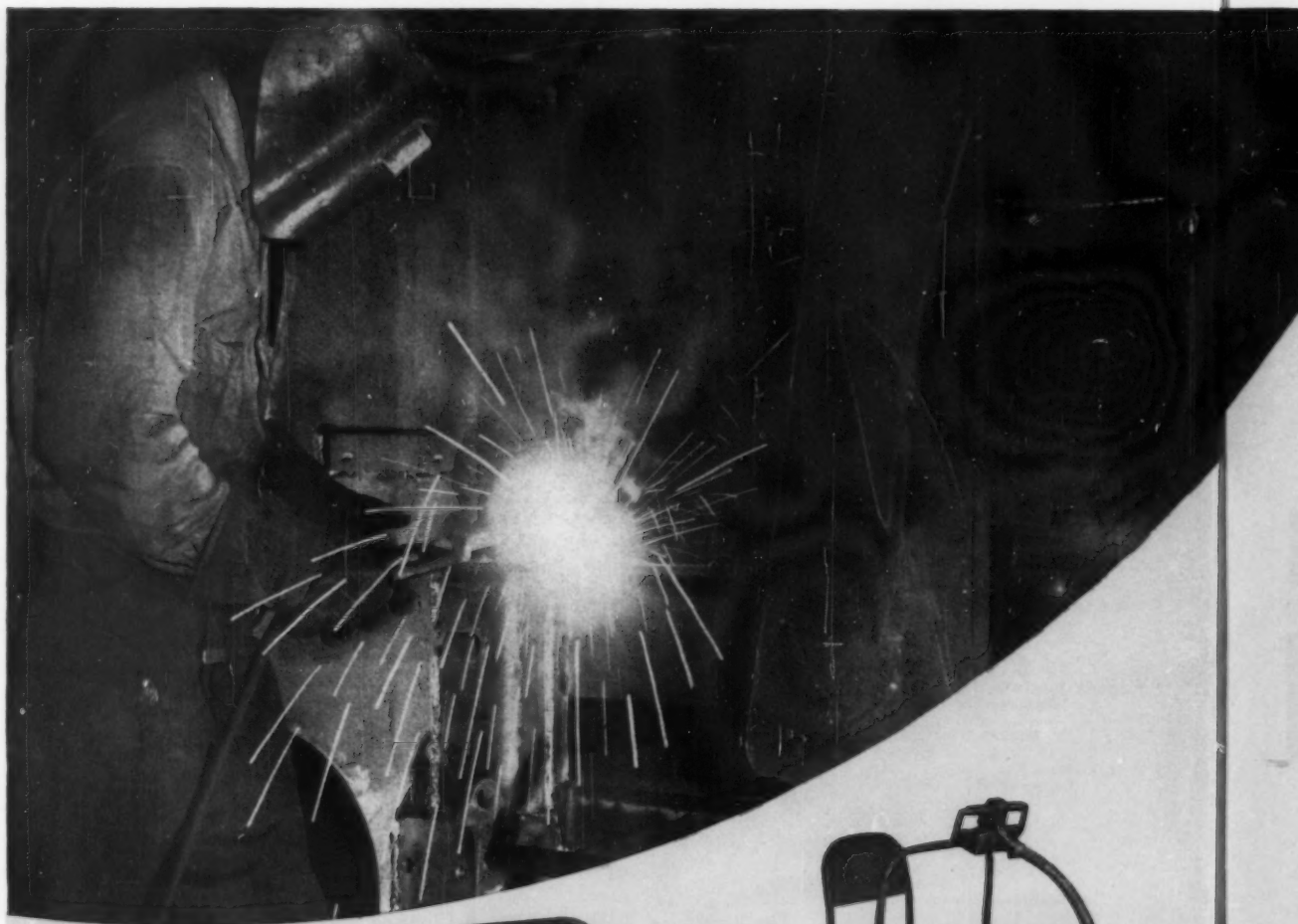
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a. All Electric Heavy Duty SITdrive Model C SpaceMaster®. Also available in STANDrive Model E. Capacities to 4000 lbs.

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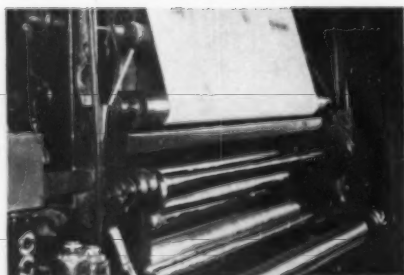
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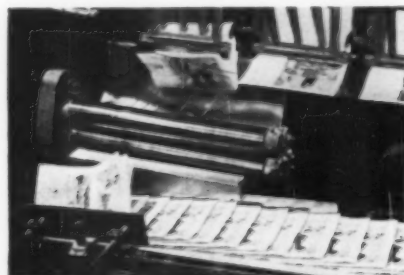
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"Flexi-Van meshes right into our production system"



"Our high-speed presses operate around the clock, printing over 30,000,000 magazines and catalogs per month."



"This is one continuous operation from presses to binding and straight on out to waiting car or Flexi-Van."



"When I see those bundles go into a Flexi-Van, I know they will be on the newsstand exactly on schedule."



says Kathryn Mandlehr,
Director of Transportation,
Fawcett-Dearing Printing Company
Louisville, Kentucky.

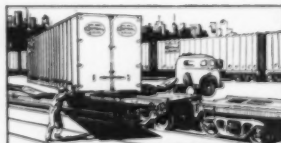
"There is literally no storage room in our plant. As the millions of magazines and catalogs pour off our presses, there is no place for them to go but out. So one of the things I like about Flexi-Van is that there is always a Van at the dock when I need it. The other big advantage is that I know the shipment will arrive in Pittsburgh, or Boston, or New York exactly on schedule. That's important when you're meeting publication dates. I use Flexi-Van wherever possible and expect to use it more as service becomes available."

New York Central Railroad

Write: R. L. Milbourne, Director of Flexi-Van Sales and Service,
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Van boards freight train at trackside. Transfer time, 4 minutes.



Shipment rides low, well cushioned aboard high-speed cars.



Beats trucks on long hauls. Two pick-ups or three deliveries.

CHUTING THE



NITLeague Completes Plans For 52nd Annual Meeting

The 52nd Annual Meeting of The National Industrial Traffic League will be held at the Palmer House in Chicago on Nov. 12-13. It will be preceded by a two-day meeting of the Executive Committee.

Daniel P. Loomis, president of the Association of American Railroads, will be the guest speaker at the Annual Membership Luncheon on Thursday. Plans for the event were handled by the General Committee on Arrangements. Perry G. Jefferson, general traffic manager, Fairbanks, Morse and Co., is the chairman.

Two items of special interest are scheduled for consideration at the meeting. One is the railroad proposals to change agreements with labor to bring working rules into line with operating conditions. The other is a proposal to create a government agency for owning and leasing railroad equipment.

—DA—

A revised report on the financial status of the trucking industry is now available from the American Trucking Assns., Inc., 1424 16th St., N.W., Washington 6, D. C.

—DA—

ICC Ok's Southern Rail Merger

The ICC has approved application for merger of the Norfolk and Western Co. and the Virginian Railway Co. Also authorized was construction of connecting tracks between present lines of the two railroads in Mercer County, W. V., and Roanoke, Va.

Frantz Elected President of American Trucking Assns.; Executive Committee Restates TOFC View

Welby M. Frantz was elected president of the American Trucking Associations, Inc., at its 26th Annual Convention in Los Angeles.

Frantz is executive vice president of Eastern Express, Inc., of Terre Haute, Ind. He succeeds J. Robert Cooper, of Detroit, new chairman of the Board.

Chosen first vice president was John J. Gill, president of the Petroleum Heat and Power Co. of Rhode Island. Gill also was elected president of the Private Carriers Conference.

New members of the Executive Committee are: Clarence Kelly, of Akron, third vice president of ATA; C. L. Sanders, Atlanta, fourth vice president; and James B. Godfrey, Detroit, vice president at large.

R. Stuart Moore, of Oakland, Calif., was re-elected ATA second vice president. Harry L. Gormley, of New Castle, Pa., was re-elected secretary, and John M. Akers, of Gastonia, N. C., treasurer.

The following were re-elected vice presidents at large:

A. E. Cudlipp, Lufkin, Texas; George V. Eastes, Seattle, Wash.; Robert Lytel, Menlo Park, Calif.; C. G. Zwingle, Oakland, Calif.; Robert H. Cutler, El Paso, Texas; J. Albert Kramer, Philadelphia; J. W. Boyles, Oklahoma City; Harold Horan, Waterbury, Conn.; O. B. Maxwell, Cincinnati, Ohio; William W. Ward, Altoona, Pa.; and H. Dillon Winship, Atlanta, Ga.

The ATA Executive Committee reaffirmed its position on what it called the "abuses" of piggy-back transportation. The ATA position is that trailer-on-flatcar service is one which can be beneficial to shippers and carriers if properly organized and regulated. Without

(Please Turn Page)

ICC Approves Agreement For Railway Express Agency

Division Three of the ICC has found that Railway Express Agency proposals for pooling traffic, service, and earnings will be in the public interest.

The Commission's decision said that although it is not primarily concerned with the organic structure of the Agency, it believes that the plan to enlarge its managerial responsibility should enable it to perform its functions more efficiently and enhance its usefulness in the transportation field.

The proposal calls for a series of improvements to be made between Oct. 1, 1959 and June 30, 1961.

Marks 15th Airfreight Year



The 15th anniversary of its inauguration as the nation's first scheduled airfreight service was observed recently by American Airlines. The airline predicts a new domestic traffic record in excess of 100 million ton miles. The predicted 1959 total is more than 50 times the two million ton miles carried by the airline in 1945.

Chuting the News . . .

(Continued from Preceding Page)

Specialized Carriers Hold Mid-Year Meeting in Calif.

The Heavy-Specialized Carriers Conference, at its Mid-Year Meeting in Los Angeles, took a close look at growing competition in its field.

The growth of private carriage was described by John Belger, vice president. R. J. Wilhelm spoke on truck leasing or piggy-backing in the heavy-specialized carrier field.

The invasion of specialized carriers operations by other carriers was discussed by a panel. Hal Wiseman presented data on rate advantages. A. J. Metler spoke on high empty mileages. Indefinite delineation of operating authorities was the subject of Clyde Moore, Leonard Hamm, and Armlon Leonard. F. H. Floyd discussed resisting through complaint proceedings.

—DA—

Frantz Elected President

(Continued from Page 7)

such controls, the Committee said, the piggy-back device can be used to circumvent the National Transportation Policy.

The Committee adopted a resolution urging the ICC to revise its proposals regarding the regulations on hours and service requirements for truck drivers. One of the ten points of the resolution asked the ICC not to include detailed definitions spelling out when truck drivers are considered to be on duty. Such definitions, it was stated, would complicate labor relations.

Use of existing toll roads by trucks "where favorable economic conditions exist" was endorsed by the Committee. This resolution did not change a long-standing policy favoring toll-free roads and opposing the principle of toll road financing except under "exceptional circumstances," the ATA Committee said.

The National Truck Rodeo and the annual meeting of trucking industry safety leaders will be com-

Brown Elected Chairman Of ATA Contract Carriers

R. A. Brown, of Meadows Transfer Co., Bettendorf, Iowa, is the new chairman of the ATA Contract Carriers Conference.

Jack Cooper, of Kansas City, Mo., was elected vice chairman. W. L. Wise, of Fort Worth, Texas, was re-elected secretary and J. Albert Kramer, of Philadelphia, treasurer.

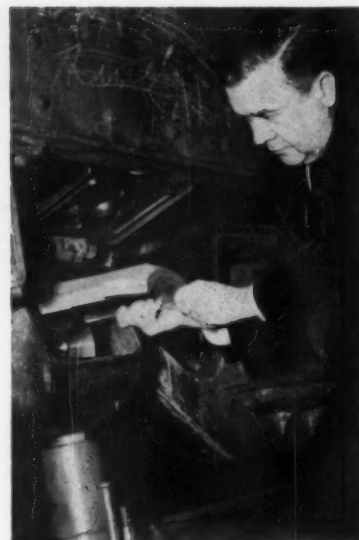
Speaking at the conference's 22nd Annual Meeting, Kenneth H. Tuggle, ICC chairman, predicted that a larger share of the nation's total traffic will be won by contract carriers. He said that while the field of service offered by the common carriers "may be looked upon as broader and deeper . . . yours is more intensive and frequently more desirable from some standpoints. In America there is a place for all."

bined in a single annual event starting in 1960. The Committee resolution said the joint meeting would be of four-to-five days' duration.

Commissioner Kenneth H. Tuggle was a speaker before the Board of Directors. Tuggle said that continued growth of the motor carrier industry showed "that government regulation, rather than stifling competitive development, has encouraged and fostered a public transportation system built on a broad base of service to every user in our economy."

"No other country in the world offers its manufacturers and distributors a more comprehensive and efficient transportation service than the United States," Tuggle said.

Gov. Harold W. Handley, of Indiana, addressing the Board, announced that he had instructed the Indiana toll road authorities to study the use of "double-bottom" truck combinations on the Turnpike.



Gill Elected President Of Private Carrier Group

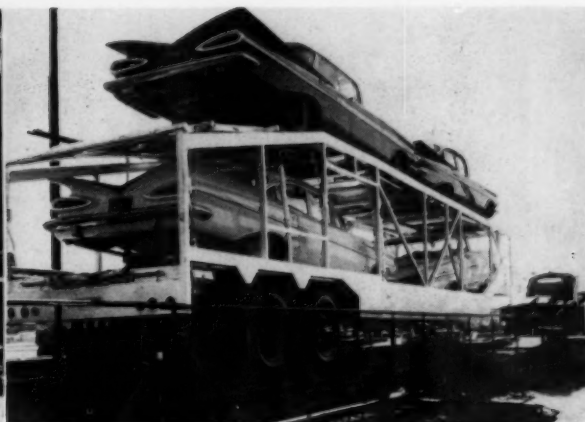
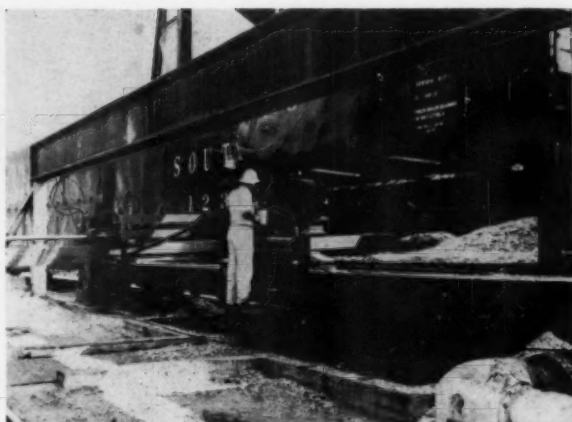
John J. Gill, president, Petroleum Heat and Power Co. of Providence, R. I., is the new president of the ATA Private Carriers Conference.

Robert J. Van Liew, tm of Blue Bell, Inc., of New York, and former president, was elevated to chairman of the Board. Henry E. Manker, tm of Proto Tool Co., Los Angeles was elected first vice president.

Re-elected were: William L. Fayle, director of transportation for Burlington Industries, Burlington, N. C., second vice president; H. D. Carmichael, Standard Oil Co., Louisville, Ky., secretary; and Walter J. Hastings, tm of Gilman Paper Co., New York, treasurer.

A "grass roots" resistance to further increases in gasoline and other highway user taxes was urged by Frederick B. Hufnagel, Jr., of Sun Oil Co. Hufnagel, assistant to the firm's marketing vice president, said that users should insist on an end to diversion of user taxes to non-highway purposes.

Herbert E. Qualls, director of the ICC's Bureau of Motor Carriers, spoke before both the Private Carrier Conference and the Regular Common Carrier Conference. He warned of the need for stamping out unlawful leasing and buy-and-sell arrangements.



SEVERAL NEW RAILROAD DEVELOPMENTS: The Aluminum Co. of America (far left) has been authorized by the AAR to test run aluminum bearings in freight car journal boxes. Southern Railway's new wood-chip car (above left) holds $2\frac{1}{2}$ times more chips than standard hopper car. Fruehauf trailer (right) moves cars by sixes and rolls on Clejan flatbed for long-distance piggy-back hauls

Herring Becomes Commissioner, Filling Term of Mitchell

Clyde E. Herring, of Des Moines, Iowa, is the new Interstate Commerce Commissioner, filling the unexpired term of Richard F. Mitchell, who retired. The term will expire Dec. 31, 1963.

The new commissioner is a graduate of the State University of Iowa. He received his LLB degree from Drake University.

—DA—

Marine Bills Pending

The American Merchant Marine Conference held its Annual Meeting recently. Members heard Braxton B. Carr, president of The American Waterways Operators, Inc., Washington, D. C., warn the industry of harmful bills pending in Congress. "The most serious of the proposed legislation are the so-called common ownership bills," he said.

—DA—

A short course in packaging, plant layout, and materials handling will be held Nov. 15-20 at the University of California Conference Center, Lake Arrowhead, Calif., presented by the Department of Engineering.

AST&T Reports on June Examination Results; Annual Meeting for 1960 to be Held in Cleveland

The American Society of Traffic and Transportation has reported that 339 candidates enrolled in its June examination program. A total of 412 examinations was given.

The results of the examinations were mailed to all candidates within two months after they were written.

—DA—

The North Carolina Motor Carriers Association has given a \$25,000 grant to the University of North Carolina's School of Business Administration for a five-year transportation research program.

—DA—

National Packaging Forum To Study Industry Advance

"Projecting Packaging Progress" is the theme of the Packaging Institute's 21st Annual National Packaging Forum, to be held Nov. 16-18 in New York.

The event will be coordinated with the Packaging Machinery Manufacturers Institute Exposition, which runs from Nov. 16 through Nov. 20.

The keynote address will be presented by William C. Stolk, president of the American Can Co. Dr. Mason W. Gross, president, Rutgers University, will speak at the Awards Dinner.

The number of tests written in each category was as follows: Transportation Economics, 133; Principles of Traffic Management, 113; General Business, 119; and Elements of Interstate Commerce Law and Regulation, 47.

At a recent meeting of the AST&T Board of Directors, it was decided that the 1960 Annual Meeting will be held in September in Cleveland. Meetings will be held at the Statler-Hilton Hotel.

The next Transportation Conference and Seminar will be held at the University of Pennsylvania, Philadelphia, in September 1961.

The Society has changed its policy of permitting re-examinations free of charge. A charge of \$5 will be made.

—DA—

American Airlines has taken delivery of the first 10 airliners to be converted to DC-7F airfreighters. Total cost of the modification program is \$4,250,000.

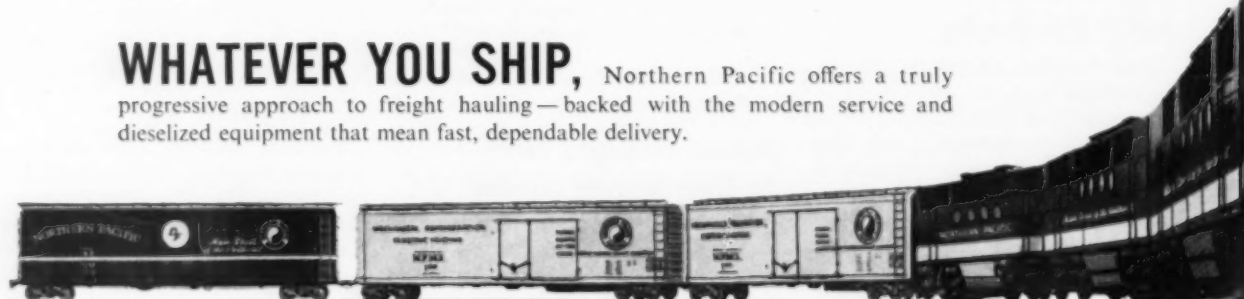
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6 ft. sliding door and 8 ft. "plug" door add up to 14 ft. opening.

BIG NUMBER FOR LUMBER—400 additional forty-foot "plug door" boxcars have just been ordered by Northern Pacific. The cars will be equipped with 6-foot sliding doors and 8-foot "plug doors" to provide a 14-foot opening when loading or unloading with mechanical equipment. Delivery is scheduled for early 1960.

WHATEVER YOU SHIP, Northern Pacific offers a truly progressive approach to freight hauling—backed with the modern service and dieselized equipment that mean fast, dependable delivery.



If you have a shipping problem or are looking for a choice industrial site, chances are we can help you. For a quick reply, call your local NP traffic representative or write Otto Kopp, Vice President-Traffic, Northern Pacific Railway, St. Paul 1, Minnesota.

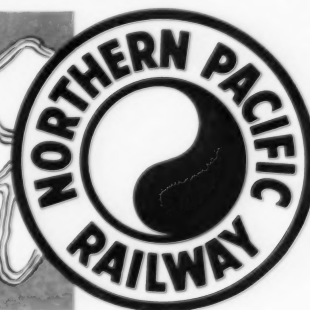
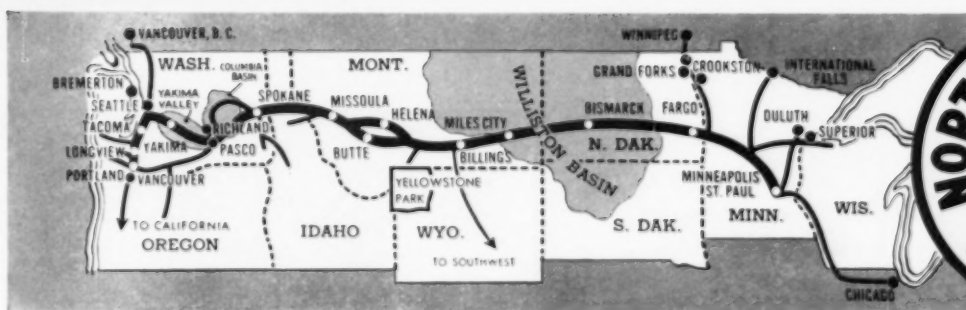
NORTHERN PACIFIC—really terrific!



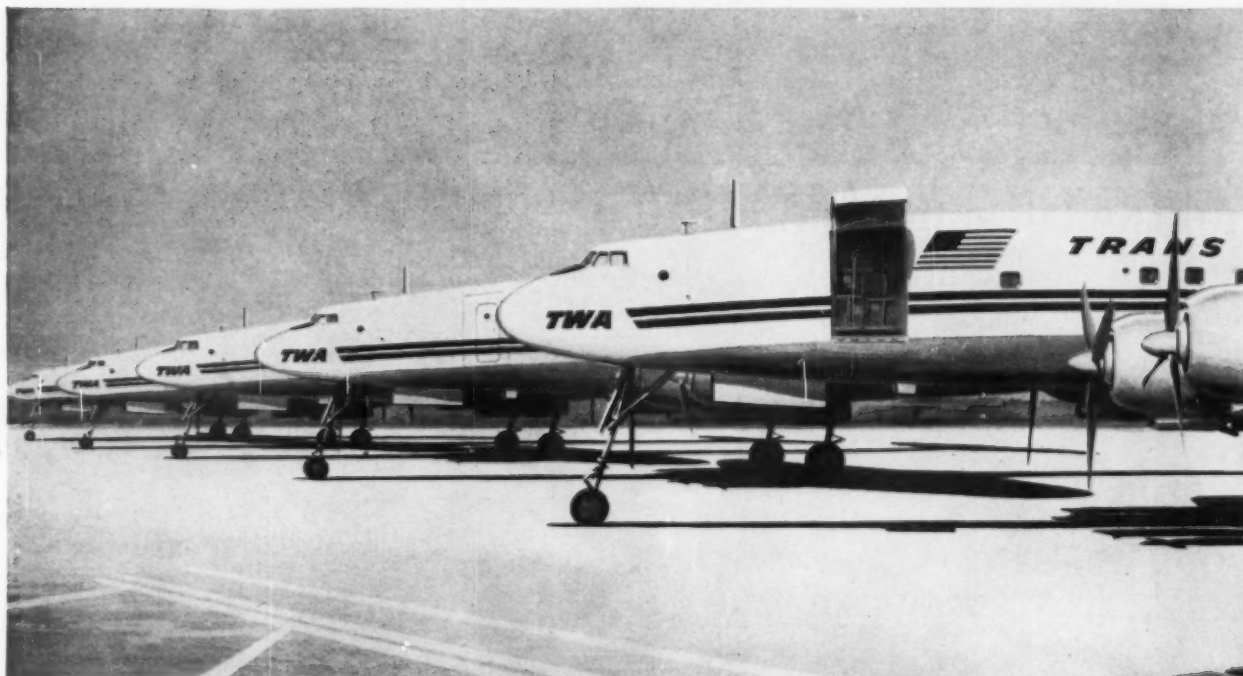
TRAILBLAZING TRAILERLOAD—The first trailerload of automobiles to travel piggyback in the state of Washington arrived in Seattle recently on NP. Northern Pacific has ordered twenty-five specially equipped 85-foot Clejan flat cars to handle expanded auto trailer piggyback service from California to North Pacific Coast points.



TROUBLE SPOTTER—A spot of white paint is sprayed on the rail when this NP rail detector car locates a flaw by magnetic detection. A maintenance crew is soon at work eliminating the potential danger. NP's continuous maintenance program assures shippers of dependable service.



TWA'S EXPANDED ADDS MORE FLIGHTS...



Larger, faster Super Sky Merchant Fleet provides more

- **Across The U.S.A.**, TWA's expanded Super Sky Merchant Fleet adds more flights... offers more service with great, all-cargo Super-H Constellations, to provide the most widely scheduled air freight service. Daily service to New York, Philadelphia, Pittsburgh, Columbus, St. Louis, Kansas City, Chicago, Los Angeles and San Francisco.
- **Overseas to Europe**, TWA's new Super Sky Merchants now offer four transatlantic flights each week to provide service to Shannon, London, Frankfurt, Paris, Zurich, Geneva, Milan, Rome.

*Whenever—whatever you ship, specify TWA.
Call your Freight Forwarder or your nearest
TWA Air Freight office today.*

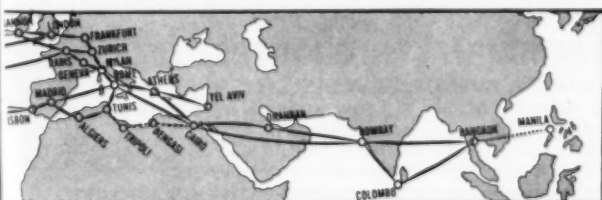


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widely scheduled air freight service than ever before

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- **Pressurized** and temperature-controlled cabins mean almost anything goes by TWA—from live animals and perishables to delicate electronic equipment.
- **Spacious Compartments** and reinforced flooring do away with almost all restrictions on the weight and size of your shipments.



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YOUR *Kansas City Branch*



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Choice Locations
Low Insurance Rates
Responsible Management
Spacious Switch Tracks
Ample Truck Loading Doors
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Including:

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Marking	Collections
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Reconditioning	Inventories
Shipping	C. O. D.
Freight Prepayments	

Why spend valuable time and money organizing privately managed branch house facilities?

Why pay for fixed branch house overhead, when you can't use it?

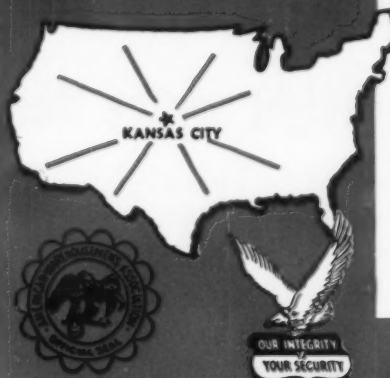
Years of experience have enabled us to create a comprehensive service—broadened in scope to a point that it includes all of your branch house functions, except selling. A service that measures up to your most exacting requirements—yet is so flexible that it can be instantly expanded or contracted to fit your current needs as they may vary from month to month or year to year. A service that grows and goes along with your business and provides real economy on a per package per month basis.

Investigate this sound, simple and economical way to bring your products into this great buyer's market. We invite your inquiries. No obligation, we assure you.

If you have a warehousing and distribution problem, do not hesitate to consult us. We are in a position to give you valuable assistance establishing such facilities at all key points throughout the country.

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On the Line—



A Salute to AMA!

On Oct. 26th through the 28th, the American Management Association held its first Conference on Distribution Management. This was an industry milestone that will be long remembered. For, at long last, the spotlight was focused on the last frontier of management inefficiency.

For years management put a premium on mass production and sales. Then financing took the lead and great corporations grew. This forced attention on management techniques and administrative ability. Then came emphasis on marketing, industrial engineering and research.

All the while a bottleneck existed at the end of the production line. Out by the plant's railroad siding and truck docks, shipping clerks and warehouse workers were struggling to keep up with the tide. Those who succeeded acquired such titles as traffic manager, transportation manager, warehouse manager.

Finally, a strange job title appeared in the upper management echelon—Distribution Manager. The impact his function created was one of utter amazement. He cut delay and red tape between the plant and the customer. He broke the log jam at the end of the production line. He redistributed stocks of the company's finished products, giving customers the kind of service they wanted. Above all, he cut his company's third largest cost of doing business.

The Distribution Manager is an hybrid executive. He must be an expert in many industrial functions—traffic, transportation, warehousing, packaging, materials handling—for his basic job is the physical distribution of his company's products. But he cannot achieve great success unless he has some experience and/or knowledge of such other functions as sales, marketing, cost accounting and production.

The first AMA Conference on Distribution Management has brought all these facts to light. The association's Manufacturing Planning Council has made a great contribution to industrial management. Not to be overlooked are the labors of AMA's Division Manager Daniel C. Cady and his staff, who for a year and a half researched the distribution function and handled Conference details.

We of DISTRIBUTION AGE salute and congratulate AMA for this, one of its most progressive steps in years. It will go on record as one of the best. We believe we are qualified to make this appraisal. DA, alone, has blazed the trail of distribution management for many years.

Now that the surface has been scratched, we suggest that AMA probe in depth. The gains will be most rewarding.

Time for Soul Searching

Steel bosses of yesteryear pushed so hard for sales that they brushed aside "penny details" of management. They sanctioned all kinds of featherbedding to keep production moving. ("For all our tonnage, a few men more or less is just pennies per ton. Dollars are at stake!")

Over the years, the penny costs piled up into hundreds of thousands of dollars. The next generation of management found itself with a monkey strapped on its back.

The postwar period brought waves of wage increases, fringe benefits, and the cost-of-living clause. Now, without sacrificing previous gains, the union demands still higher wages, more benefits.

In the meantime, foreign steel slowly has been gaining a foothold. This and the widespread use of non-ferrous metals has created new sales problems. The monkey has grown into a monster.

Management had to face this out-of-hand situation sooner or later. This year, when profits reached record levels, was the best time. If management loses, it might make more money buying and selling foreign steel.

Other industries face the same problem. Featherbedding is costing railroads \$500 million a year. But Guy L. Brown, head of the Locomotive Engineers, has admitted publicly that, "Many of the working rules are obsolete and need revision."

Not all labor leaders are blind.

Now that the Supreme Court has ordered the steel strikers back to work, perhaps Mr. McDonald will do some honest soul searching.

Herb Greene

EDITOR

Circle No. 3 on Card, Facing Page 55, for more information

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ELECTRIC PROTECTION SYSTEMS

scientifically engineered
skillfully manufactured
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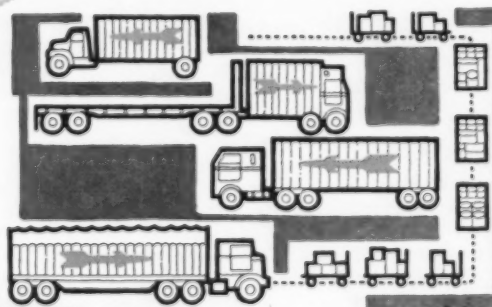
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The most modern line-haul equipment on wheels travels over the 9000-mile Ringsby System. New, custom-designed 40-foot high-cube vans... versatile open top and flat bed trailers... non-stop sleeper tractors assure the fastest transportation for your freight. Shipments flow smoothly at both ends of the haul with Ringsby. Pickup and delivery is speeded by two-way radio—terminal freight handling is streamlined with automatic Towveyor equipment. Ship **RINGSBY ROCKET**... your freight moves constantly, quickly, safely, economically—the modern way!



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Las Vegas	Budley 2-4750
San Francisco	EXcess 5-1855
Oakland	Olympic 6-1374
Los Angeles	Algonia 2-3192

Yakkety Yak

By Ye Editor



The featherbedding problem was so bad in one steel mill that, just before the strike, one of the workers was wandering all over the place.

... A passing millhand said, "Hey, Joe, I thought you told me a month ago that you were going to quit. How come you didn't?"

... "Can't find nobody to quit to." The management side of the problem is best exemplified by our neighbor, old Doc Roe, the island's leading obstetrician. He had been working day and night for months and was near exhaustion.

... One morning, as we were about to take off for the railroad station, Doc pulled into his driveway. He had two deliveries during the night, and was dragging himself out of his car with obvious fatigue.

... "You look beat, Doc," we said. "You ought to take a nice long vacation."

... "Can't," he replied weakly. "Got too many men working for me."

MIDGET BRAIN—On a recent trip to the West Coast, we saw an amazing miniature outfit of one of the wonders of business electronics—automatic data processing.

... This electronic brain holds 4096 computer words. It reads, transfers, and otherwise handles arithmetic, logical and control data.

... To be more technical, it is a general purpose digital computer, completely transistorized. It offers most of the operating advantages of the large or medium-large scale system.

... And you don't have to hire a hall to install it. It only measures 23 x 21 x 16.5 in., and weighs but 200 lb.

... Reliable? Well, it was designed to meet standards established by the U. S. Army Signal Research and Development Laboratory.

... A detailed technical report is available. If you want a copy, send us your name and address.

PARTING THOUGHT: Everybody likes to see a broad smile—especially if she smiles at him.

Chuting the News . . .

(Continued from Page 9)

Fork Truck Safety Standard Revised by ASA; Standard Pallet Sizes Are Published

A revision of the American Standard Safety Code for Powered Industrial Trucks has been approved by the American Standards Association and published by The American Society of Mechanical Engineers.

The revision includes a new appendix on stability tests. These describe the construction and use of a tilting platform test device for industrial trucks. Four tests can be made with this platform—longitudinal stability and lateral stability while stacking and while traveling.

Another standard just published, "American Standard Pallet Sizes," is intended to help solve a problem that has faced most industries using lift trucks. It provides for 11 standard pallet sizes.

The principal objective of these standards is to provide an adequate selection from a minimum number of sizes, and to provide the maximum efficiency, economy, interchangeability, and flexibility in U. S. rail, truck, air, and maritime service.

Speaking at the Tenth National Conference on Standards in Detroit, H. H. Hall, consulting engineer, said that many companies are spending millions of dollars on captive container systems with little regard to interchangeability.

"The need for an integrated system of freight containers suitable for universal interchange between different modes of transportation is urgent," he said. To provide the needed standard interchangeable sizes for such a system, a project has been set up.

Plan Frozen Food Rules

Representatives of frozen food and fish packing industries were invited to sit down with motor carriers to establish practical and uniform rules for handling frozen foods. The invitation was extended to the National Assn. of Frozen Food Packers and the National Fisheries Institute by the Refrigerated Carriers Committee of the ATA Common Carrier Conference-Irregular Route.

SPHE Honors C. J. Carney, Jr.

The Fall Meeting of the Board of Directors of the Society of Packaging and Handling Engineers was highlighted by a luncheon in honor of C. J. Carney, Jr., former managing director of the group. SPHE President John Mount paid tribute to Carney's leadership and service in the field.

Thirteen members of the Colorado Motor Carriers Assn. and Continental Airlines have agreed to honor each other's bills of lading for air freight shipments between 42 Colorado cities and 11 other Western cities.

One man will be able to lift a 20-ton container van when push-button cargo loading is initiated at Los Angeles Harbor next April.

The Rail-Trailer Co. has terminated its management and ownership obligation to Trailer Train Co.

The names of Great Southern Trucking Co., Jacksonville, Fla., and T.S.C. Motor Freight Lines, Houston, Tex., have been changed to Ryder Truck Lines, Inc., by Ryder System, Inc. The lines will continue to function as separate operations.

An application for the purchase and merger by Jones Motor Co., Inc., Spring City, Pa., of Red Star Transit Co., Inc., Detroit, was filed with the ICC recently.

Direct all-cargo air service to leading U. S. business centers and others in Europe was initiated by Trans World Airlines recently in San Francisco.

Trucks hauled 17.3 per cent more intercity freight in August of this year than during the same 1958 period. The first eight months of 1959 are 20 per cent ahead of figures reported for the same period in 1958.

Construction is under way for a

User Charges Discussed Before RCCC of ATA

Users charge studies have been inaugurated in several areas of transportation, members of the Regular Common Carrier Conference, ATA, were told at their recent Annual Meeting.

Bradley Nash, deputy under secretary of commerce for transportation, said that the Department of Commerce recommended to Congress "a user charge upon aviation fuels and lubricants."

"At the request of the Bureau of the Budget, thorough study has also been made of a method of imposing reasonable charges upon the inland waterways," Nash said.

Explaining that user charges "are an accepted concept in the minds of people involved in government," he predicted that future administrations will not depart from it. He warned, however, that modes of transport must be on guard to see that charges are equitable.

News Briefs

new office building which will house the executive and general offices of Yellow Transit Freight Lines, Kansas City, Mo. The \$750,000 structure is being built on a four-acre site.

Holders of Coast Guard Port Security cards which have expired or are about to expire should apply for a new card. On the first day after eight years from the date of issuance, a Coast Guard Port Security card is declared invalid and considered null and void for all purposes.

The Santa Fe Railway has ordered 200 new G-85 piggy-back cars and 155 covered hopper cars from General American Transportation Corp. for delivery during the first quarter of 1960.

In another rail order, the Missouri Pacific Railroad has ordered 1080 box cars of 50-ton capacity from the American Car and Foundry Co., and 740 cars from Pullman Standard.

Transcontinental DC-7F all-cargo service has been launched by American Airlines. The new service links the metropolitan areas of New York, Chicago, and Los Angeles with daily overnight flights in both directions.

The Fourth Annual Eastern Packaging and Handling Show will be held under the auspices of the Maryland Chapter, SPHE, at the Fifth Regiment Armory in Baltimore, Md., November 23-24.

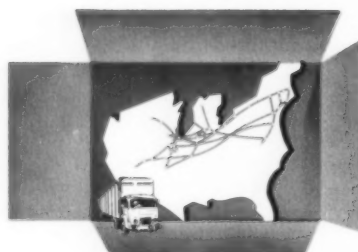
(Please Turn to Page 20)

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An Original Spectura by Nat Mayer painted expressly for Spector Freight System, Inc.

Chuting the News . . .

(Continued from Page 17)

Common Ownership of Transportation Modes Discussed by Allen at NDTA Convention

The true role of common ownership of transportation cannot be assessed at the present time, John J. Allen, Jr., said at the recent annual Convention of the National Defense Transportation Association.

Allen, the under secretary of commerce for transportation, said that with the revolution in transportation questions about traditional ownership patterns have been raised. When such questions were raised in Congress, the speaker said, The Department of Commerce did not advocate any doctrine, either for or against the principle of ownership of one form of transportation by another.

"But we recognize the future importance of the issue," Allen said. "It is our belief that the technology and use of integrated transportation have not yet reached the stage where the true role of common ownership can be assessed. Integrated service through the use of containers or otherwise has not yet become the predominant practice in the shipping of goods.

"Until such integrated service becomes more prominent, we cannot foresee the full import of its effect on the various modes of transport or the type of ownership policy inherent in it."

The Commerce Department official presented his speech at the Olympic Hotel in Seattle, Wash., during the four-day convention. Other speakers included W. T. Rice, president of the Atlantic Coast Line Railroad, and James Knudson, former Defense Transport Administrator.

Foundation Gets Grants

Grants totaling a quarter of a million dollars were announced at the American Trucking Associations' recent Annual Convention. To be used for ATA Foundation work, the grants help to make "this the greatest year yet in terms of endorsement of the ATA Foundation by our supplying industry leaders," commented Walter F. Carey, Foundation chairman.

—DA—

A booklet on transportation and distribution of canned foods for the 12-month period ended June 30, 1958, is available from the U. S. Department of Commerce, Bureau of Census, Washington 25, D. C., for 25 cents.

—DA—

Club Briefs

At a recent meeting of the New York City Omicron Chapter 42 of Delta Nu Alpha, a talk by Norman Block of the Academy of Advanced Traffic on loss and damage claims was highlighted.

The Pennsylvania Chapter, American Society of Traffic and Transportation, Inc., held a dinner recently at the Hershey, Pa., Inn.

Juan T. Trippe, president of Pan American Airways, was awarded a "Business Speaks" Gold Award by the New York Board of Trade at a recent dinner.

The Traffic Club of Newark will celebrate its 50th Anniversary in 1960 and Fred B. Hurley has been elected to serve as president of the club. William Burke is the new first vice president; J. J. D'Arcy, second vice president.

Miss Nita Wozniak represented the Women's Transportation Club of Syracuse as representatives of that city's trucking industry embarked on a campaign to promote industrial development in central New York.

William Osborne, traffic manager for Onieda Motor Freight, spoke on the economic function of carrier rate activity at a recent gathering of the Gotham Chapter 31, New York, Delta Nu Alpha.

The latest developments in double-bottom trucking were described at a recent meeting of the New Britain (Conn.) Traffic Club by C. L. Lunt, executive vice president of Spector Freight System, Inc., Chicago.

Traffic Manager's Award Established by Van Line

The establishment of an annual award to recognize outstanding industrial traffic managers was announced recently by James D. Edgett, president of North American Van Lines, Inc.

Nominations currently are being solicited through all chapters of Delta Nu Alpha and all traffic clubs throughout the nation. Winners will be chosen by an independent board of judges. In addition to the "Outstanding Traffic Manager of the Year," the judges will select ten other traffic managers to receive certificates of notable achievement.

Requirements are that the nominee must be: An industrial or commercial traffic manager. A person who has contributed to higher traffic standards through education. An individual who has advanced the traffic manager's role as a part of top management. A manager who has helped to develop new traffic concepts. An employee who has made a substantial contribution to the financial success of his firm. A writer of articles, papers, or books contributing to the field.

—DA—

The St. Lawrence Seaway canals will remain open, weather permitting until Nov. 30, with the Welland Canal open until Dec. 15, and the Sault Ste. Marie Canal open until Dec. 12.

—DA—

Advisory Boards Urge Union To Help Rails Cut Waste

The National Association of Shippers Advisory Boards today called on railroad union leaders to help management eliminate "the exorbitant waste of make-work practices" in railroading.

In a statement of policy adopted at the close of the three-day annual meeting, the Association said that "make-work puts heavy pressures on transportation rates and charges and ultimately on the prices of everything America produces and consumes."

Hyster Challenger 200
(20,000 lbs. capacity)
handling cargo containers
for Alaska Steamship Co.



NEW HYSTER® TRUCKS

meet new handling needs

Twenty-ton cargo containers are all in the day's work for the new Hyster Challenger 400 lift trucks. With the easy driveability of "human engineered" power controls and capacities up to 40,000 lbs., heavy duty Hyster Challengers are meeting the demands of industry's heaviest handling jobs.

Whether your operations call for handling loads of twenty tons or one ton, there is a Hyster lift truck to meet your specifications. It will pay you to talk with your Hyster dealer about your needs.

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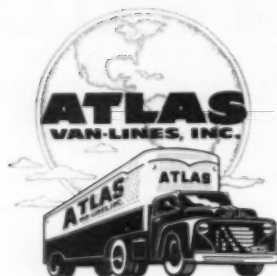
NEW! 40,000 LBS. CAPACITY
HYSTER CHALLENGER 400

Factories: Portland, Ore. • Danville, Ill. • Peoria, Ill. • Kewanee, Ill. • Nijmegen, The Netherlands • Glasgow, Scotland • Sao Paulo, Brazil • Sydney, Australia (licensed)
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- Your van on the road has first priority for return tonnage . . . a strong centralized dispatching provides tonnage both ways.
- Expedited claim handling thru the agency organization has already resulted in high dollar return to the agents.

Plus the new ATLAS Agent Power Plan

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Men in the News

Traffic—

Edward F. Foster—appointed traffic manager, Shatterproof Glass Corp., Detroit, Mich.

George R. Fordi—named assistant general traffic manager; James M. Craig—domestic traffic manager, The Singer Mfg. Co., New York.

Myron B. Smith—in newly-created position of general traffic manager, Boyle-Midway Div. American Home Products Corp., New York.

Theodore J. Kessler—promoted to assistant director of traffic; Charles M. Hinesley—assistant traffic manager, Victor Chemical Works.

Raymond A. Ennis—appointed general traffic manager, The Nestle Co., Inc., New York.

Edwin F. Mundy—new director of traffic, National Biscuit Co., New York.



Thomas M. Brewer—new Eastern regional traffic manager, Thomas J. Lipton, Inc.; Dan K. Clark—Southwestern regional traffic manager.

John F. Bahr—named general traffic manager, Triangle Conduit and Cable Co., Inc., New Brunswick, N. J.

W. H. Esser—made vice president in charge of coordination-distribution, marketing, production, Auto Crane Co., Tulsa, Okla.

Theodore B. Kling—appointed manager-warehouses, The Stanley Works, New Britain, Conn.

Robert J. Tyler—elected president, National Small Shipments Traffic Conference, Inc. He is general traffic manager, Tube Turns Div. of Chemetron Corp., Louisville, Ky.

Transportation—Air

L. R. Hackney—president of newly-formed Hackney-Airlift Associates, Inc., San Gabriel, Calif.; Eric K. Holdsworth—vice president.

—Highway

Roy W. Wilson—elected president, Ward La France Truck Corp., Inc., Detroit, Mich.

William E. Grace—elected president and chief executive officer, Fruehauf Trailer Co., Detroit.

Richard C. Allais—made president, Ryder Truck Lines, Inc., Miami, Fla.

—Rail

A. J. Greenough—new president, Pennsylvania Railroad, Philadelphia; James M. Symes—chairman of the Board.

Four good reasons why you should choose Chicago Express

(the dependable carrier serving the East and West)



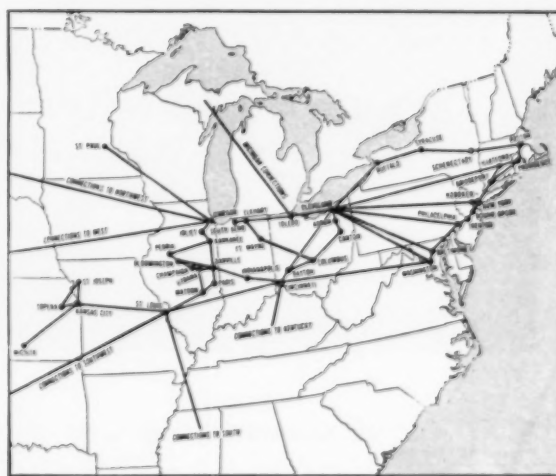
1 EXPERIENCE—CXI is one of America's fastest growing, class I carriers. This year, Chicago Express will travel twenty-five million miles, a 16% gain over 1958. Choose CXI with the necessary experience to handle the job.



2 RELIABILITY—CXI rigs get *through*, even when ordinary traffic is at a standstill. This one rolls through a flooded area in Bowling Green, Ohio, at midnight, assuring the customer of the usual on-time delivery service expected from Chicago Express.



3 SAFETY—CXI is proud of their ever growing roster of "Million Mile Pilots." Shown here is Bernie Cope who has a record of nearly two million miles of perfect driving to his credit...no accidents...not even a single claim, during that span.



4 SERVICE—CXI has 22 modern terminals throughout the East and West. Two new ones were opened this year...in Buffalo and Syracuse. Five maintenance depots and 39 tire banks are strategically located along CXI routes to insure fast, dependable service.

It all adds up...

4 reasons why you should call

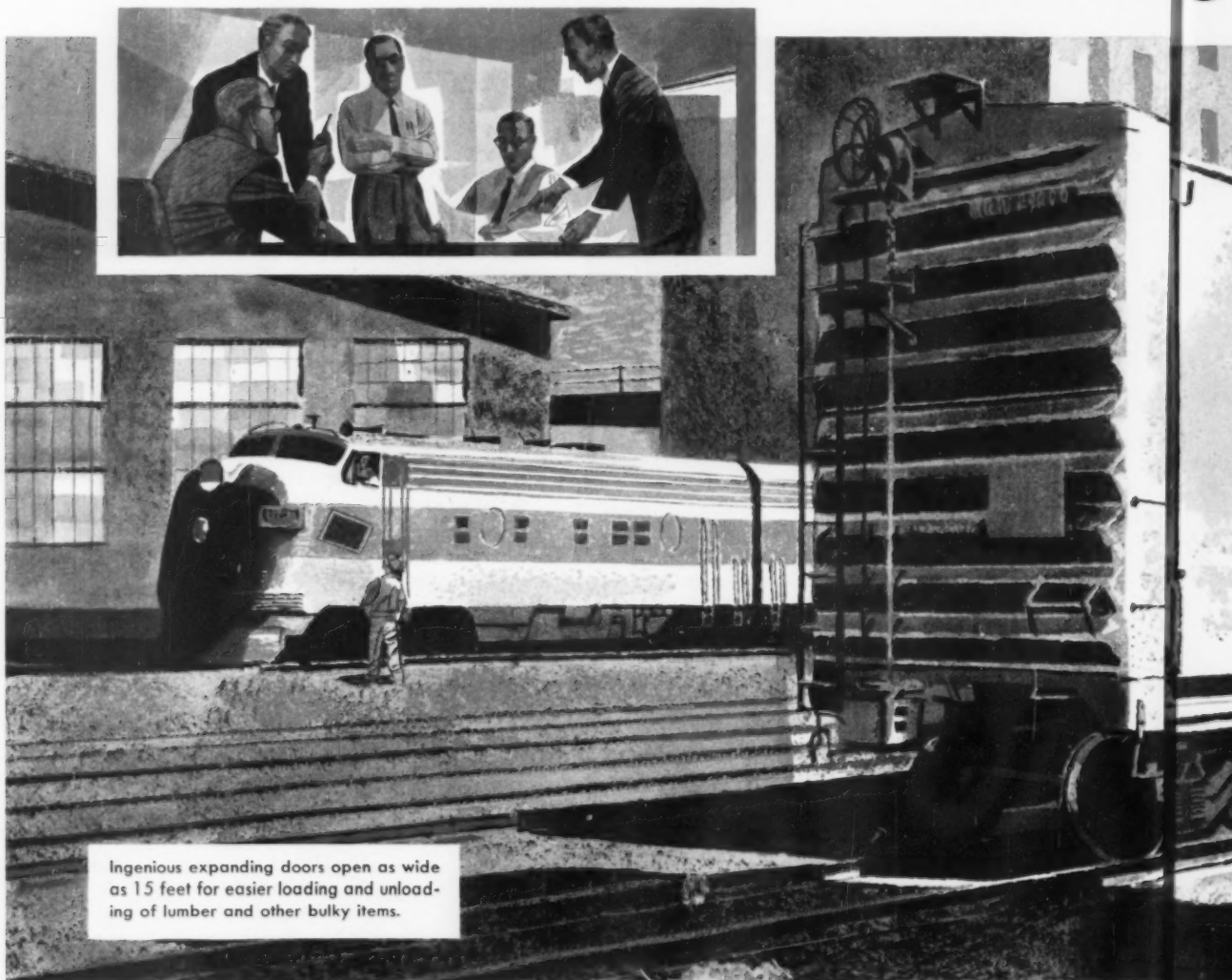
CHICAGO EXPRESS

72 Fifth Avenue, New York 11, N. Y.



SOMETHING **NEW** IN RAILROADING..

"CREATIVE CREWS"



Expandable car doors that open wider for faster, easier freight handling

These aren't "crews" as you normally think of them in railroading—men who run trains, maintain tracks or do railroad yard housekeeping.

The "Creative Crews" of the Milwaukee Road are *idea* men.

And these "Creative Crews" aren't confined to

any one group of men. For example, it was a management "Creative Crew" that made the decision to purchase 1000 ingenious freight cars with expanding doors. Yet the need for such cars came from a "Creative Crew" of freight salesmen who were working closely with the lumber industry.

Some
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S of the Milwaukee Road



THE MILWAUKEE ROAD

America's resourceful railroad

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Sometimes it's a one-man "Creative Crew" that solves a problem like the one of getting a very delicate and expensive press to destination damage-free. A new loading method which eliminated pressure damage to cases for a candy manufacturer shipper solved another problem.

We think you and every shipper will find this creative approach a refreshing and profitable experience. It breaks with old attitudes of service and replaces them with new, fresh thinking. It's making the Milwaukee Road America's *resourceful* railroad.

Route of the Super Dome Hiawathas and Western "Cities" Fleet

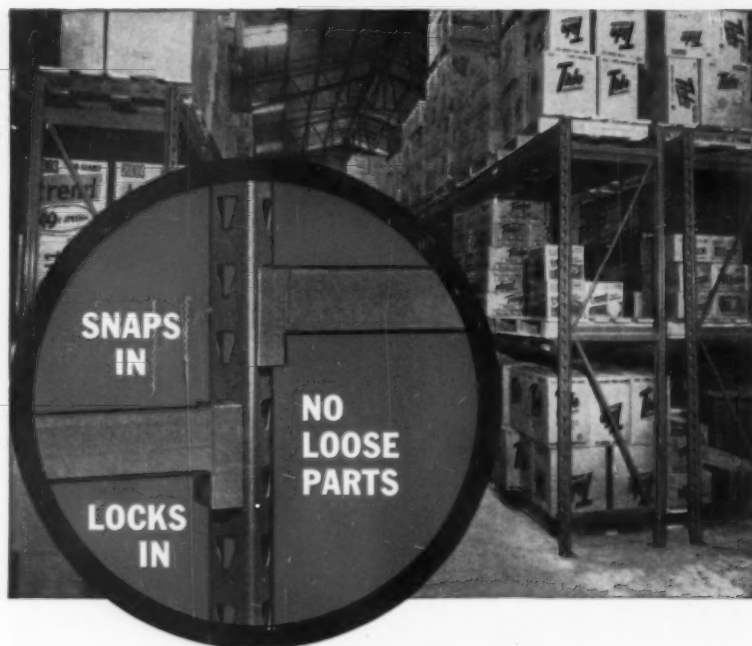
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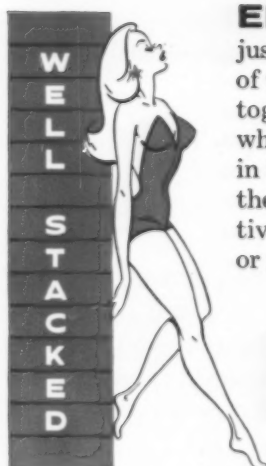
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- SIMPLE TO ADJUST
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EMI AIR-ROW Head Racks easily adjust to stack pallets, skids, dies and bulk of varying heights. Upright frames are tied together with sturdy steel support beams which quickly snap into AIR-ROW slots in the vertical post. Forge lock fittings on the ends of the support beams insure positive self-locking engagement with no sway or pop-out.

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Coming Events

- Nov. 10-13—National Industrial Traffic League, Annual Meeting, Palmer House, Chicago.
- Nov. 16-18—Packaging Institute's 21st Annual National Packaging Forum, Statler Hotel, New York City.
- Nov. 17-20—Packaging Machinery Mfrs. Institute Show, New York Coliseum, New York City.
- Nov. 23-24—Maryland Division of SPHE, Fourth Annual Eastern Packaging & Handling Show, Fifth Regiment Armory, Baltimore, Md.
- Dec. 2—Electric Overhead Crane Institute, Inc., Annual Meeting, Carlton House, Pittsburgh, Pa.
- Dec. 2-3—N.Y.L. Warehousemen's Assn., Annual Meeting, Carlton House, Pittsburgh, Pa.
- Dec. 7—American Assn. of Port Authorities, Convention & Exhibit, West Palm Beach, Fla.
- Dec. 15—The Material Handling Institute, Inc., Annual Meeting, Savoy-Hilton Hotel, New York City.
- Dec. 15—Assn. of Lift Truck & Portable Elevator Mfrs., Annual Meeting, Savoy-Hilton Hotel, New York City.
- Dec. 16—Industrial Truck Assn., Annual Meeting, Savoy-Hilton Hotel, New York City.

1960

- Jan. 11-13—National Retail Merchants Assn., Traffic Groups—Transportation Committee, Board of Directors, Receiving & Marketing Committee, Hotel Statler, New York City.
- Jan. 11-15—Highway Research Boards, National Academy of Science, Annual Meeting, Sheraton-Park Hotel, Washington, D. C.
- Jan. 24-28—Truck Trailer Mfrs. Assn., Annual Meeting, del Coronado Hotel, Coronado, Calif.
- Jan. 26-27—Transportation Assn. of America, Annual Meeting, Commodore Hotel, New York City.
- Jan. 28-29—Private Truck Council of America, Inc., Annual Meeting, Hotel Roosevelt, New York City.
- Feb. 7-9—National Wooden Pallet Mfrs. Assn., Semi-Annual Meeting, Hollywood Beach Hotel, Hollywood, Fla.
- Feb. 8-10—Fifth Joint Military-Industry Packaging & Materials Handling Symposium, Sheraton Park Hotel, Washington, D. C.
- Feb. 8-12—Regular Common Carrier Conference, ATA, Winter Meeting, Americana Hotel, Miami Beach, Fla.
- Feb. 18-20—National Wooden Box Assn., Annual Meeting, Boca Raton Hotel, Boca Raton, Fla.
- Feb. 29-March 3—Common Carrier Conference-Irregular Route, Annual Meeting, Shoreham Hotel, Washington, D. C.

Shippers Advisory Boards

- Nov. 10-11—Central Western, Denver, Colo.
- Dec. 1-2—Ohio Valley, Cincinnati, Ohio
- Dec. 3-4—Trans-Mo-Kansas, Kansas City, Mo.
- Dec. 10-11—Southeast, Miami Beach, Fla.

1960

- Jan. 13-14—Atlantic States, Washington, D. C.
- Jan. 26-28—Southwest, Beaumont, Tex.
- Jan. 27-28—Pacific Coast, Los Angeles, Calif.

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AND
*England Bros. Truck Line, Inc.***

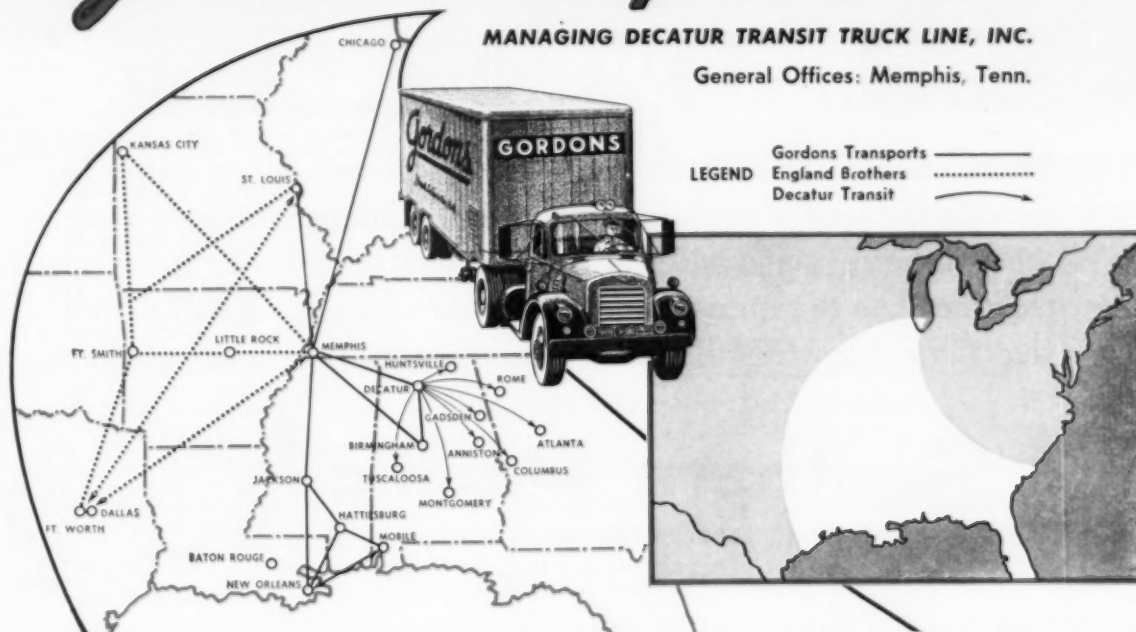
CONNECTING

**ATLANTA, BIRMINGHAM and other Southeast
points with KANSAS CITY, LITTLE ROCK, FT. SMITH,
DALLAS, FT. WORTH and the Great Southwest.**

Gordons Transports, Inc.

MANAGING DECATUR TRANSIT TRUCK LINE, INC.

General Offices: Memphis, Tenn.



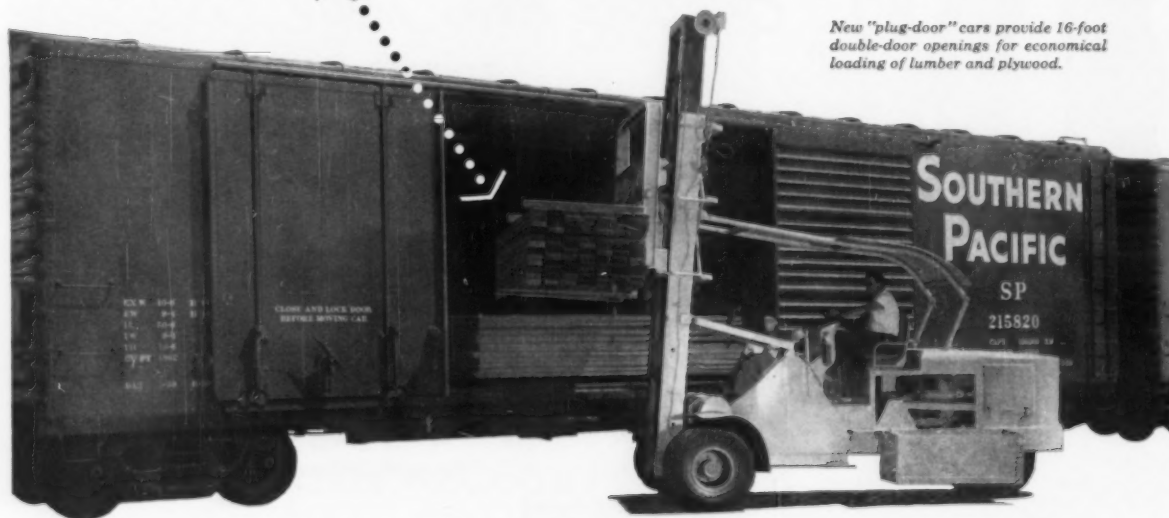
GOOD NEWS FOR LUMBER SHIPPERS

THE WEST'S LARGEST FLEET OF WIDE-DOOR BOX CARS IS GROWING LARGER!

In our continuing car-building program, the needs of lumber shippers are always of prime importance.

"INCENTIVE" RATES AND MODERN PRICING!

Because pricing is so important to the lumber industry and to us, our rates are under constant study. Recent major adjustments include business-stimulating "incentive" rates from Oregon, California and Washington to California and Arizona.



New "plug-door" cars provide 16-foot double-door openings for economical loading of lumber and plywood.

These are just two of the many things we are doing *today* to provide the kind of modern transportation lumber shippers need.

Southern Pacific and the Western lumber industry grew up together. As the industry continues to expand, we will match that *future* growth with resourceful, progressive transportation.

Southern Pacific

THE NATION'S LARGEST CARRIER OF LUMBER
AND LUMBER PRODUCTS



LETTERS

TO THE EDITOR

Barge Bill Expiration

To The Editor:

When does a barge bill of lading expire? The insurance policy covering our merchandise in storage is worded that it takes effect on said goods at the expiration of the bill of lading.

In view of this we have always wondered at what time a barge bill of lading expires.

D. G. Cagerbaum,
Assistant Traffic Manager
Moorman Mfg. Co.
Quincy, Ill.

Without the opportunity of reading a sample of the barge bill, to which you refer, I cannot with any dependability answer your legal question. I suggest that you give a sample bill to your local lawyer who can study its contents and then refer to relevant indexed law cases for the correct answer.—Leo T. Parker, DA Legal Consultant.

Case Reference

To The Editor:

We note with interest your article entitled "What is Reasonable Length of Time for a Motor Carrier to Deliver Shipped Merchandise?" appearing in the August, 1959, issue.

The case to which you refer, 310 S.W. (2d) 343, closely parallels a pending claim file which we have placed with a motor carrier. We are anxious to get more particulars on the case which you have cited.

It will be appreciated if you can direct us to the proper source or reference to the case.

R. V. Hulder, Manager
Traffic and Transportation Dept.
Wisconsin Farmco Service Cooperative
Madison 1, Wis.

Your lawyer can very readily locate and read the complete and detailed case, as you can, in any good library by referring to the citation namely 310 S.W. (2d) 343.—Leo T. Parker, DA Legal Consultant.

Mortgage Problem

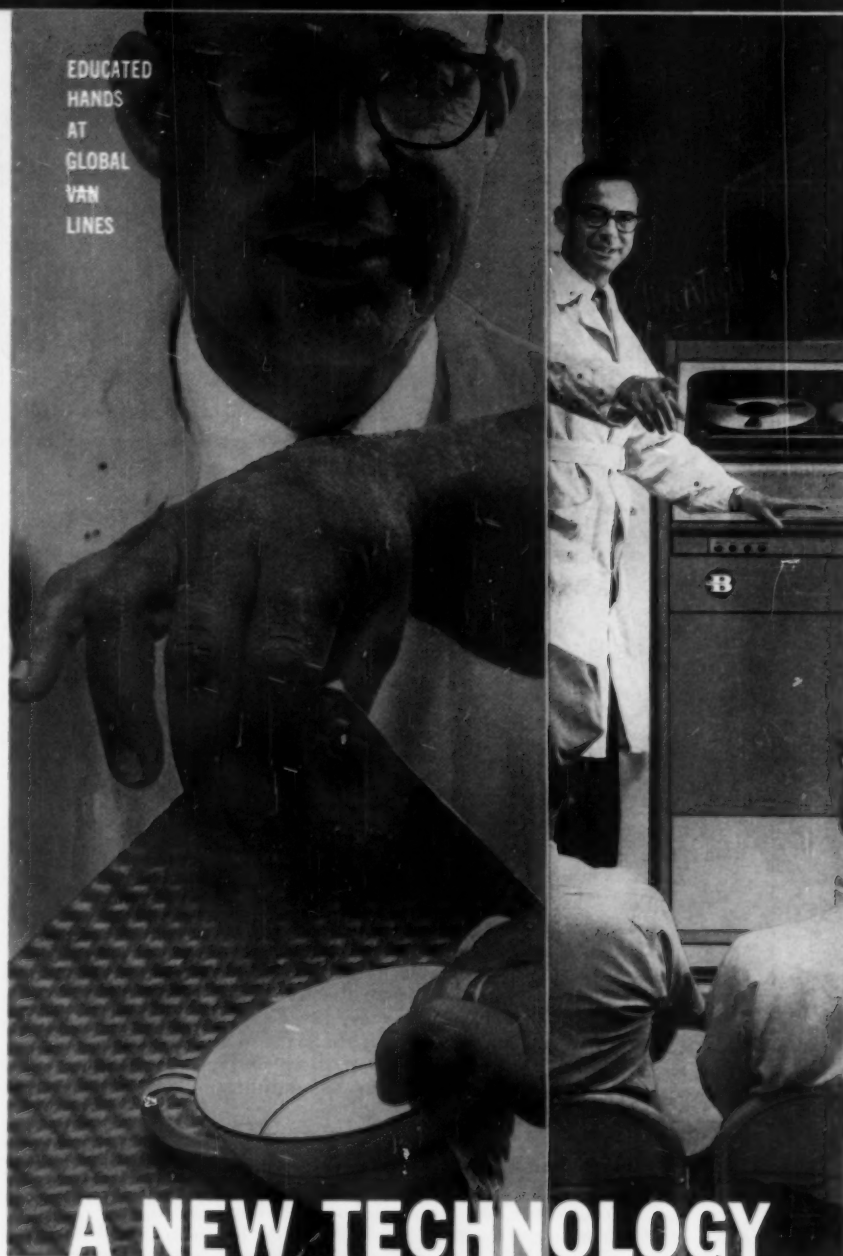
To The Editor:

In July, 1958, we brought the furniture of Mr. P—— from the adjoining county where we placed it in regular storage. It moved on a Texas Railroad Commission bill of lading. We had a storage agreement signed in advance declaring that there were no encumbrances.

In March, 1959, a furniture store in our county and city notified us that they had sold Mr. P—— a lot of furniture and held a chattel mortgage. Apparently their chattel mortgage represents a major portion of the effects, but not all, that we have in storage for Mr. P——.

(Please Turn Page)

EDUCATED
HANDS
AT
GLOBAL
VAN
LINES



A NEW TECHNOLOGY IN MOVING

teacups or computers

The secret of "economy" moving is the "educated" hands of Global agents. Expert Global instructors teach these hands the precision art of moving bulky electronic components and fragile housewares more quickly, more efficiently . . . yet with greater care. This thorough, continual training is a vital part of Global's extraordinary moving methods for industry. Consult your Global agent now about moving sensitive equipment, exhibits, or an executive. There's no obligation.



The modern, methodical moving service for industry

GLOBAL VAN LINES

Inc.

P.O. Box 3313 Terminal Annex, Los Angeles 54, California



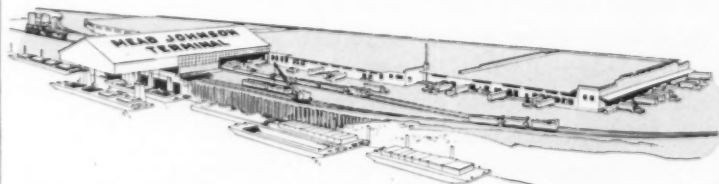
a new symbol of progress...

This introduces to you the new symbol of Mead Johnson Terminal Corporation that will greet you in the future whenever you see the name of Mead Johnson Terminal on our letterhead, business forms, and in our advertising.

This symbol identifies the most modern and complete river-rail-truck terminal and warehouse on the Inland Waterway . . . Mead Johnson Terminal Corporation.

The gray wavy line in the center of the symbol illustrates the Ohio River on whose banks Mead Johnson Terminal is located. The solid black line on the left typifies the many fine highways which cross the Evansville area. The stylized cross-ties on the right of the symbol dramatize the network of three major railroads directly serving Mead Johnson Terminal and its customers.

In addition to reminding you of the three avenues of distribution that Mead Johnson Terminal offers, we hope this symbol will represent to you the friendliness with which we do business. Mead Johnson Terminal can serve you efficiently and economically in meeting all of your distribution and warehouse requirements in the Indiana, Illinois and Kentucky area.



MEAD JOHNSON TERMINAL CORPORATION
COMPLETE RIVER-RAIL-TRUCK TERMINAL AND WAREHOUSE • EVANSVILLE 2, INDIANA

Letters . . .

(Continued from Preceding Page)

Nothing has been paid on the account and we cannot locate Mr. P— and are about to advertise the furniture for public auction sale. The furniture store has agreed to pay a pro-rata portion of the storage charges, giving us a hold harmless agreement. After reading your article on Page 20 of the April, 1959, issue of *DISTRIBUTION AGE*, this seemed lawful.

However, when we asked the furniture store for a copy of the chattel mortgage and the date they registered it with the county, we learned that they had not registered the mortgage until April 13, 1959.

When they fail to register the chattel mortgage, does this make our lien superior to their chattel? Can we go ahead and release the furniture covered by the chattel to the furniture store without going through with an auction sale? If we go ahead with the auction, should we sell the furniture as a whole lot subject to the chattel mortgage which is only a portion of the furniture?

One of our problems is that silverware and dishes are included with the chattel and represent only a portion of the dishes, etc. which presents a problem in separation.

P. C. Tucker,
President

Corpus Christi Transfer Co.,
Corpus Christi, Texas

Under ordinary circumstances your lien is superior to the chattel mortgage if you had no knowledge that the mortgage existed. Better consult a local lawyer for answers to your other details, so that you can explain to him all relevant facts.—Leo T. Parker, DA Legal Consultant.

Jet Service



The coming of the jets is changing the style of some ground service equipment at the nation's airports. This airport combination utility unit is designed to provide mechanical convenience and power-house utility for airport operations. The service unit generates enough power to light a city of 500 people. One airline uses it for work with its piston and turboprop craft and plans to use it with its new jets when they arrive

CINCINNATI—LOUISVILLE—NEW ORLEANS

"On the Seaboard!"

Next door neighbors, almost — these cities are literally "in the family" where Seaboard service is concerned. Through Seaboard's strategically located sales and service offices, accurate information is quickly available on traffic matters of all kinds.

Here are the men to call upon for the answers to your Seaboard freight questions. You'll find their proven ability for aiding with traffic problems one

of the best reasons for continuing to route Seaboard in the future!

And, if you're planning to establish manufacturing or distribution facilities in the Seaboard Southeast, these men will gladly obtain and furnish you facts about choice plant sites which will fit your needs. All in confidence — and without obligation, of course.



CHARLES E. BOISSEAU, JR.
General Agent,
Cincinnati, Ohio



JOHN T. MAHIN,
Commercial Agent,
Cincinnati, Ohio



ALBERT A. DUITZ,
General Agent,
Louisville, Kentucky



WILLIAM D. CHAMBERS,
Southwestern Freight Agent,
New Orleans, Louisiana

*Remember, a local telephone call and you're
"on the Seaboard!"*

IN CINCINNATI
MAin 1-5061
1803 Carew Tower

IN LOUISVILLE
JU niper 4-3413
320 Heyburn Bldg.

IN NEW ORLEANS
JA cksn 5-7888
914 Hibernia Bank Bldg.

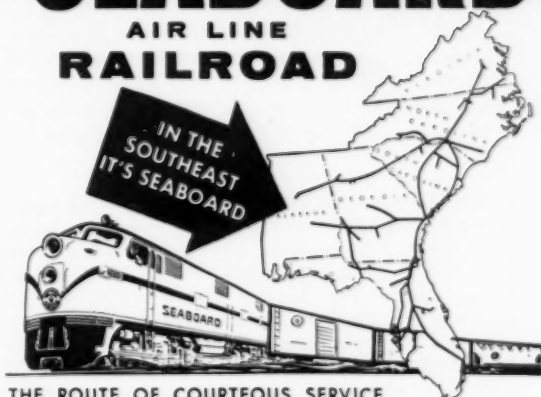
NATION-WIDE! OTHER SEABOARD FREIGHT REPRESENTATIVES ARE SITUATED IN:

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CHATTANOOGA, TENN.	1015 James Bldg.	AMherst 6-3758
CHICAGO, ILL.	1460 Marquette Bldg.	STate 2-2195
DETROIT, MICH.	1207 Lafayette Bldg.	WOodward 2-8404
HOUSTON, TEX.	5958 Beldart	MIssion 9-2573
KANSAS CITY, MO.	1204 Fairfax Bldg.	VIctor 2-4747
MEMPHIS, TENN.	922 Exchange Bldg.	JA cksn 6-7067
NASHVILLE, TENN.	830 Third Nat. Bank Bldg.	ALpine 6-7427
NEW YORK, N. Y.	1478 Woolworth Bldg.	WO rth 2-1180
PHILADELPHIA, PA.	307 Transportation Center	LOcust 3-8038
PITTSBURGH, PA.	953 Union Trust Bldg.	ATlantic 1-1159
ST. LOUIS, MO.	1921 Rwy. Exchange Bldg.	MAin 1-1894
SAN FRANCISCO, CAL.	P. O. Box 548	(Belmont) LYtell 1-1229
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... and of course at principal points in
the six great states served by Seaboard.

SEABOARD

AIR LINE RAILROAD



THE ROUTE OF COURTEOUS SERVICE



WASHINGTON

DA

By Ray M. Stroupe, *Chilton Washington News Bureau*

TRANSPORT POLICY SLOWED—Transportation policy formation has paused, says the Under Secretary of Commerce for Transportation. John J. Allen, Jr., considers the pause short-lived. New policy formation, he believes, may be aided by results of such projects as the Commerce Dept. transportation study, still underway. A pressing policy problem for carriers and transportation users, Allen holds, is container standardization.

ICC BACKS LOAN—A Georgia and Florida R. R. application for guaranty of a private loan of \$1 million has ICC approval. The funds, it is planned, will pay in part for rehabilitating the track and roadbed. In May, the ICC endorsed a loan of \$935,000 to the railroad for boxcars.

WATER TRAFFIC HEAVY—Federal figures for 1958 show that more than one billion tons of freight moved in U. S. waterborne commerce. Preliminary data lists 694.5 million tons of domestic freight and 308.9 million tons of foreign freight transported. The total of the two, in 1957, was 1.13 billion tons.

PRR FAVORS MERGER—President James M. Symes of the Pennsylvania R. R. favors an Erie-Lackawanna R. R. merger. He told the ICC recently that he believes the proposed merger would be helpful to the roads. The move, presumably, would mean substantial savings to the two lines. It also would create more competition for the Pennsylvania.

FINANCING PLAN TESTED—Single-package financing may help to speed the replacement of aging U. S. merchant ships. A new law permits the Maritime Administration to insure bonds covering new ships from before keel-laying throughout their economic lives. First project endorsed under this law is the building of two "Sea Racer" cargoliners for the American President Lines, Ltd. They will be 20-knot ships with a carrying capacity of 13,720 long tons.

RR WANTS ICC GUARANTY—ICC guaranty of \$500,000 in two loans is applied for by the New York, Susquehanna and Western R. R. One loan, not to exceed \$300,000, would reimburse the Susquehanna for capital improvement outlays and pay some of the costs of crossing gates and changes in locomotives. The second loan, for \$200,000, would go into property maintenance. A previous request for the guaranty of a \$450,000 loan was withdrawn by the Susquehanna.

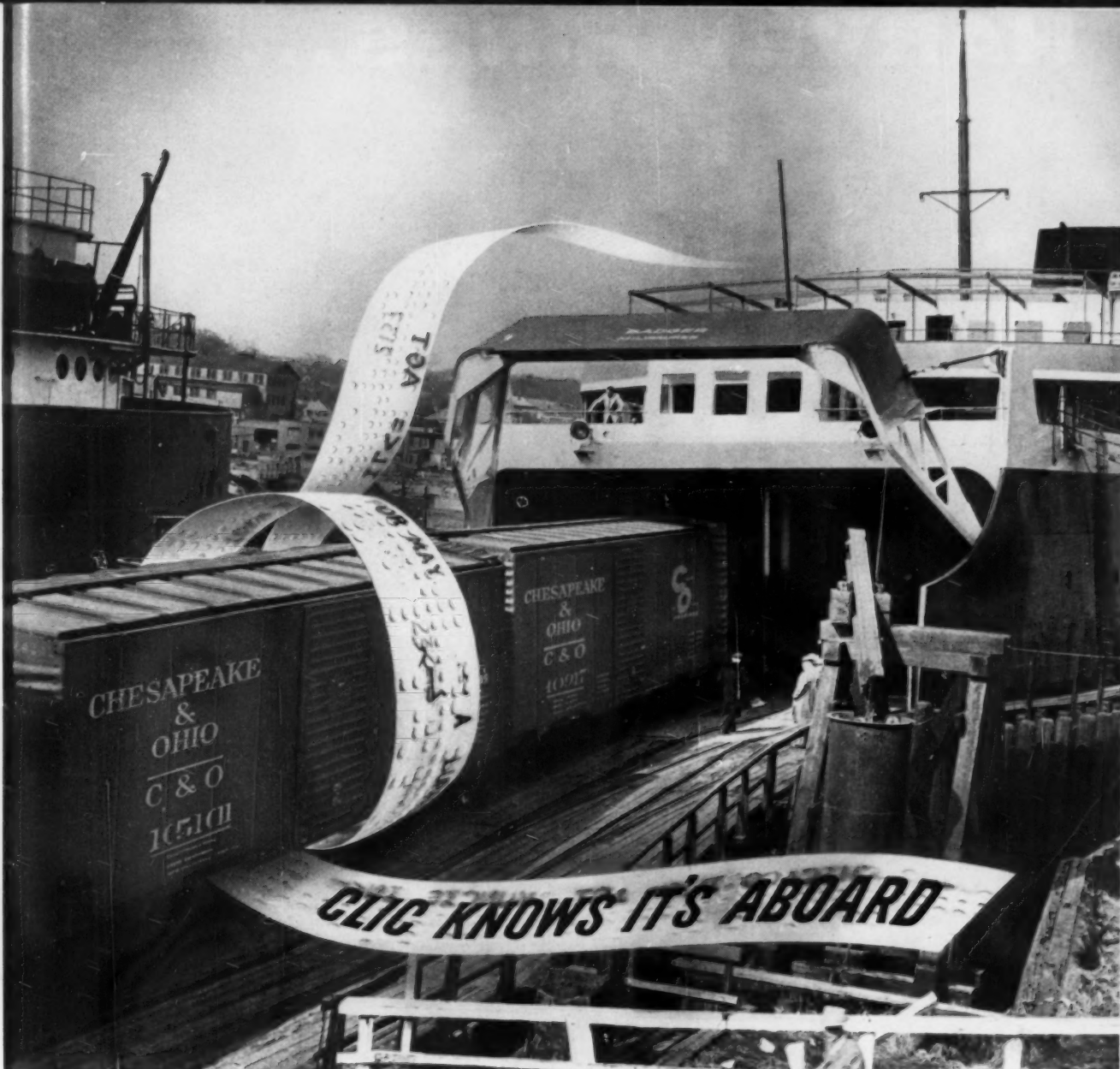
ICC DENIAL REQUESTED—Trucking industry spokesmen have asked the ICC to deny unlimited cement-hauling rights to some carriers. These carriers are trucking subsidiaries of six railroads serving the Lehigh Valley. Independent truckers recently were authorized to haul cement between plants and eastern points. Now the railroad subsidiaries seek cement-hauling rights. But the American Trucking Assns. maintains they have shown no public need for the service.

DEFENDS RATE PATTERN—An ICC examiner recommends maintenance of the status quo on rail freight rates to North Atlantic ports. The recommended report (excluding iron ore, coal, and coke) comes in I&S 6615, involving export-import traffic between the Midwest and the ports. Ports from Baltimore southward traditionally have obtained favorable rate differentials. If differentials were removed, these ports would lose traffic, the report comments.

LIMITS HIGHWAY FUNDS—Federal plans call for a tight rein on highway-aid funds apportioned to the states before next June 30. To be distributed are \$1.8 billion for the interstate highway system and \$900 million for primary and secondary roads. Through Dec. 31, only \$900 million of the total is to be distributed and through March 31, \$1.8 billion. The government calls this an "orderly scheduling" of apportionments. But the states may protest the use of the timetable as an infringement on their rights.

GOVERNMENT SELLS RUBBER—Some storage space occupied by government natural-rubber stocks is to be emptied soon. The General Services Administration scheduled sales of natural rubber, without replacement, from the U. S. strategic materials stockpile to start on Oct. 16. Before next June 30, the GSA will offer 40,000 to 50,000 long tons for sale. In nine years, it is to dispose of 470,000 long tons, declared excess to stockpile needs.

SBA DEFINES SMALL CARRIER—Air transportation firms with up to 1000 employees now meet government small-business standards. A Small Business Administration definition, effective Oct. 27, raises the employee ceiling for government procurement purposes. The previous maximum number of employees was 500. To qualify as a small business, the transport firm also must be independently owned and run and must not dominate its field of operation.



CLIC (Car Location Information Center) watches over Chesapeake and Ohio everywhere—on land and on water. The water in this case is the C&O Train-ferry route across Lake Michigan, the time-saving year-round shortcut between East and West.

Chessie's electronic car reporting is fast and accurate. CLIC relays up-to-the-minute history and location concerning any freight car on its system, to all C&O freight traffic offices in its coast-to-coast, Canada-to-Gulf network. Thus, alert C&O traffic

people keep shippers and consignees informed.

Knowing readily and accurately the location of *your* car offers obvious advantages. To name a few, coordinating production where raw materials or component parts are involved . . . reconsigning a car if necessary . . . fast handling of perishables.

Added benefits from CLIC come to our attention daily, as customers discover new ways to take advantage of this flexible, modern car reporting service. Yours may be another. Specify C&O routing to see.



Chesapeake and Ohio Railway

TERMINAL TOWER, CLEVELAND 1, OHIO

SHIP C&O . . . AND WATCH IT GO!

HARVEY HINES...

A Matter of Precision...

Precision is more than a word at ETMF...it's reflected in many ways...in the deft, sure hands of Harvey Hines, gauging a cylinder bore...in the skilled, experienced scheduling of your LTL shipments...At ETMF, precision is a state of mind. Harvey Hines has a decade of experience in the Texarkana maintenance shops...he is one example of the exactitude, the thoroughness, the capability that make up East Texas Motor Freight...people working together...for you.

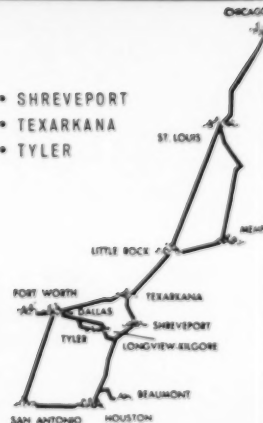
PRINCIPAL TERMINALS

- | | | | | | |
|------------|-------------|---------------|------------|---------------|--------------|
| • BEAUMONT | • FT. WORTH | • KILGORE | • LUFKIN | • PORT ARTHUR | • SHREVEPORT |
| • CHICAGO | • HENDERSON | • LITTLE ROCK | • MARSHALL | • ST. LOUIS | • TEXARKANA |
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EAST TEXAS MOTOR FREIGHT

"GREAT LAKES TO THE GULF"

GENERAL OFFICES • DALLAS, TEXAS



B.F. Goodrich

News from your



ANALYSIS MAN



4 reasons for choosing All-Purpose pneumatic tires

If you use pneumatic tires on your materials handling equipment, consider these 4 facts: (1) B.F. Goodrich All-Purpose pneumatic tires give extra traction on all hauling surfaces. (2) They protect floors from damage. (3) Operator fatigue and equipment maintenance are reduced. (4) All-Purpose tires are stronger, more stable, have hundreds of gripping edges. Ask your B.F. Goodrich Tire and Wheel Analysis man if this isn't the kind of tire you should be using.



I can save you up to 50% on industrial tire costs

All-Purpose and "wired" tires are just 2 examples of the specialized industrial tires B.F. Goodrich makes. As your trained Tire and Wheel Analysis man, I know which tires are best for you. My survey of your operation costs nothing—can pay big dividends in money saved on tire costs. Mail the coupon today for my FREE services and tire recommendations.

Specify B.F. Goodrich tires when ordering new equipment.

The wire in these tires saves concrete pipe company 200% on tire costs



Scraps of reinforcing rods used in pipe construction once caused terrific tire trouble for this Toledo, Ohio, concern. Then the B.F. Goodrich Tire and Wheel Analysis man suggested a switch to new "wired" tires—tires made with a special shield of steel wire under the tread to guard against punctures and blowouts.

Result: Tires once lasted only 6 months, but these B.F. Goodrich "wired" tires have been in constant use for 2½ years *without repairs*. Tire costs have been cut 200%. This is typical of the work a B.F. Goodrich Tire and Wheel Analysis man does. What can he do for you?



Smileage!

The B. F. Goodrich Company
Department TW-300, Akron 18, Ohio

- ☐ Please send me information on All-Purpose tires.
- ☐ Please send me information on "wired" pneumatic tires.
- ☐ Please have the Tire and Wheel Analysis man call.

NAME _____

COMPANY _____

STREET _____

CITY _____

ZONE _____

STATE _____

B.F. Goodrich industrial tires

Circle No. 6 on Card, Facing Page 55, for more information



He's on the Rock Island payroll, but...

Bill Wells works for you!

Forty years of Rock Island experience as baggageman, fireman, brakeman and freight conductor... this wide experience gives Bill Wells the know-how to get your freight to its destination on time. As a conductor, he's the boss of the train... just like the skipper of a ship. Overseeing the train from his caboose, a rolling "office," Bill's dependable judgment helps assure that your shipment moves to its destination swiftly and safely.

Bill is responsible for the observance of all safety rules and train order instructions... he sees that "meets" with other trains are made on time and at the points designated. He and his crew keep a close watch on their train and they inspect all passing trains. These are just a few of the practices that Bill carries out to insure that your shipment is protected and expedited every mile of the way.

To help Bill in these important duties, the Rock Island provides him with the most modern equipment. Two-way radio enables Bill to contact his engine crew, other trains, the dispatcher and terminal supervisors. This ideal combination of experienced personnel and modern facilities means fast, dependable freight handling... good reasons for shipping "Rock Island." We respect and welcome your business.

If you have any comments, pro or con, regarding our rates or services, we invite you to discuss them with your Rock Island Traffic Representative.



ROCK ISLAND LINES

*The railroad of planned progress
... geared to the nation's future*

DISTRIBUTION AGE



There's not a cent of capital tied up in this truck!

With the Clark Rental Plan you use modern, efficient materials handling equipment without a cent of investment of your working capital. The savings the equipment brings are usually greater than the rental rate.

Because of the modest cost, many companies use the Rental Plan for primary equipment needs. Others, faced with peak work loads or seasonal demands, use the Plan to supplement their regular fleet. Working capital is saved either way.

You can rent for a week or a year, depending on your need. You can adjust your rental period as your requirements change. Most important, you can have the necessary equipment *when you need it* to keep operating costs down. Complete details of the Clark Rental Plan are available on request. Write: Truck Rentals, Clark Equipment Co., Battle Creek, Michigan.

CLARK®
EQUIPMENT

For full details, circle 77 on reader service card



*If they're
out of the way
—and need it
right away...*



IT'S THERE IN HOURS... AND COSTS YOU LESS!

**24 HOUR SERVICE...7 DAYS A WEEK...
HOLIDAYS TOO!**

Your packages go anywhere Greyhound goes...and Greyhound goes over a million miles a day! That means faster, more direct service to more areas, including many places not reached by other public transportation.

Packages get the same care as Greyhound passengers...riding on dependable Greyhound buses on their regular runs. And you can send C.O.D., Collect, Prepaid—or open a Charge Account.

Call your nearest Greyhound bus station or write to Greyhound, Dept. E11, 5600 Jarvis Ave., Chicago, Ill.



By D. O. Haynes
DA Materials Handling Consultant



NOVEMBER 1959 . . VOL. 58, No. 11

UNLESS you have checked the control features of your communication setup recently, you may be missing some good bets.

Both radio and television have spurred manufacturers of older communication systems to update their equipment. Because of the rapid changes, this is a good time to review the tools of communication.

The field is so broad, the area to be studied must be limited. Two industries have been selected as representative of our readers' interests—trucking and warehousing. The former is intended to cover the operations in connection with all types of fleets. The latter applies to both public and private storage and distribution activities. Obviously, individual companies in these industries have their unique conditions. However, a survey of how communications are being used to solve some of their common problems will indicate what is available. Each reader then can judge what best fits his operation.

Because a number of articles have appeared in recent issues of *DISTRIBUTION AGE* on integrated data processing (IDP) and automated warehousing I will not cover these highly technical fields in this article. We are concerned here with control of personnel and equipment rather than accounting. However, where the machines discussed may be used as components in information processing systems, it will be pointed out.

Further, while forms are important in communication methods, their design is so individual that no attempt has been made to study them here. Manufacturers of equipment and specialists in business forms can be called upon to plan the kinds of paperwork which will provide needed information easily and economically.

Oral, Written or Visual

In the methods we are about to

Roundup of modern communicating systems

With the data given here and his background in costs and scheduling, the TM will be able to size up the efficiency of communications

discuss, hearing and sight are the two senses upon which we depend for conveying information.

Verbal messages, except in special cases, have the inherent weakness of not providing automatically a copy of what has been said. However, certain safeguards can be provided. These take the form of memorandums or confirmations. Methods which provide both the sender and the receiver with a written copy prevent possible misunderstandings. They are, therefore, more satisfactory from a control standpoint.

Those in charge of directing others have depended down through the ages upon being able to see what is going on to help them in making decisions. Television brings into view areas where "blind" spots normally prevent personal observation of activities.

Although we break down communications into separate categories, a communication system, even in small organizations, usually consists of several different components which make up a network. A successful system is one which utilizes the best means available for each segment of the activity and so integrates them

that they function as a well-coordinated whole.

In many companies office boys and messengers have been replaced by other means of transmitting instructions. However, they still prove useful when properly organized and equipped. If they operate over relatively long routes the best arrangement is to have them work on regular schedules. In this service they should carry messages which are not urgent.

Their equipment may be roller skates or bicycles where several buildings are involved. Recently motorized vehicles have been pressed into service. Such "personnel trucks" have made their work more effective. Even so, the time involved is an inherent weakness of messenger service. The office boy is being rapidly displaced by more advanced arrangements.

Verbal Intelligence

Public and private telephone systems differ largely in the matter of ownership. Public telephones are rented; private businesses (Please Turn Page)

...Communicating systems

(Continued from Preceding Page)

ness systems are owned by the company using them.

Essentially the same equipment is used in both. The basic instrument is the dial telephone. Public systems can be used to provide internal communication. However, attention here will be centered on some of the special services of private business telephone systems.

Various styles of desk and wall telephones are offered—as a special mounting permits outdoor service. Instruments may be obtained for hazardous locations.

The telephones may be operated through an automatic switchboard. Light or sound signals may be used to alert any particular individual that he is wanted. By dialing his "answering number" he is connected immediately with the party calling him.

One-way paging is made possible by means of a public address system cut-in. Two-way calling requires that loudspeakers be included in the system. Private conference calls can be arranged and provision made so that key executives can cut-in on any call. Other features include a watchman's reporting service. Each call is recorded as to time and location on a tape. A fire alarm system can be tied into the setup. Another feature is advance recording of instructions. Workers who dial the proper number when they report for duty will receive these instructions.

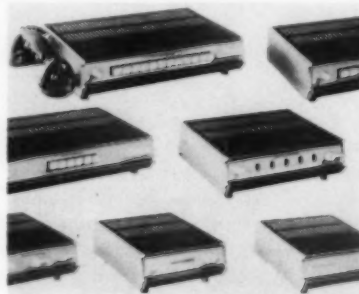
Formerly the different kinds of "intercom" systems each had distinctive operating characteristics. However, individual systems have been improved to include many features of competing systems.

Business telephone systems provide a means of instant, private contact between members of an organization. These calls are made without burdening the outside communication lines. Scattered plants can be made an integral part of the private system if tied together by telephone lines or microwave radio channels.

Electronic Sound Systems

Electronic intercom systems operate on a different principle. They are private broadcasting systems. The basic parts are master and branch or staff stations. Master stations, equipped with control buttons can converse with each other or with any combination of staff stations. Master stations also differ from staff stations in that they have power connections. Staff stations are connected only with the master stations. One- or two-way conversations can be held.

Across-the-room transmission and reception can be used so that men can hear and answer mes-



sages without leaving their work.

On the other hand, where privacy is desired, stations can be equipped with earphones or handsets.

The sound range of these systems can be extended by the use of trumpets for paging. They also are effective for controlling order picking, for jockeying trucks and trailers into position at terminals, and for directing maintenance men.

One manufacturer has a staff station set up near the yard gate. When pickup trucks arrive before their shipments are ready they can be so informed. This prevents traffic congestion at the dock.

Broadcasting systems are designed primarily for broadcasting music, public addresses, and alarms. However, they also provide one-way paging through a variety of microphones and reproducers to meet particular needs.

Short-Wave Radio Systems make

possible the sending and receiving of messages without the use of wires.



The essential components of a two-way radio installation are a base station and mobile stations. Base stations are classified as local or remote control stations depending upon whether the control components are close to or somewhat remote from the base antenna.

Both base and mobile units afford two-way conversations. When all units are tuned to transmit and receive on the same frequency—a simplex type of operation—a message originating at any station is heard by all others. A duplex operation provides for greater privacy. All the mobile units are tuned to receive on the broadcasting frequency of the base station. They transmit on a slightly different frequency, one which only the base station can pick up.

Low-powered two-way radio systems which operate on ultrahigh frequencies are used where the distances involved are not very great. The now familiar "walkie-talkie" type of equipment is frequently employed in such a setup for directing the activities of supervisors, order pickers, or stock clerks. Low-powered radio systems are being used more and more to control materials handling equipment.

Selection of equipment, including accessories, is dependent on many conditions. The prospective user will do well to "leave it to the experts." The men who represent the makers of radio equipment are technically trained to

(Please Turn to Page 42)

Check Chart of Communications Systems

[illegible]

Note: Essentially an information control system (purchasing) etc.) rather than a system for directly controlling supervisors, workers, etc.

1. Distribution Age will forward your name to manufacturers of this type of equipment if you Circle No. 113 on Card Facing Page 55.
2. For information Circle No. 114 on Card Facing Page 55.
3. For information Circle No. 115.
4. For information Circle No. 116.
5. For information Circle No. 117.

6. For information Circle No. 118.
7. For information Circle No. 119.
8. For information Circle No. 120.
9. For information Circle No. 121.
10. For information Circle No. 122.
11. For information Circle No. 123.
12. For information Circle No. 124.

13. For information Circle No. 125.
14. For information Circle No. 126.
15. For information Circle No. 127.
16. For information Circle No. 128.
17. For information Circle No. 129.
18. For information Circle No. 130.
19. For information Circle No. 131.

HOW TO USE THE CHART—The accompanying check chart has been developed to summarize the characteristics and applications in the trucking and warehouse industries of the various means of communication. A few words of explanation will clarify some points which might otherwise not be entirely clear.

Take, for example, the column headed "Privacy." Strictly speaking, privacy prevails when a message is seen or heard only by the sender and the recipient. A written

message is not private if it passes through several hands, but it can be made so by placing it in a sealed envelope. So also with systems which send out verbal messages so that all can hear them. These can be made private by means of ear-phones.

When we say that a record of the message is made automatically, we mean that a copy is an inherent part of the system and is not produced by some other means.

In connection with the operations shown under "Applications," Some

of the systems discussed could, by stretching the imagination, be pressed into services for which they are not intended.

With his knowledge of conditions and what he wants to accomplish, the reader can refer to the chart and narrow his considerations.

All manufacturers of equipment for communications systems offer a free survey which is followed by specific recommendations regarding where their machines can be used. One should not hesitate to avail himself of this service. ●

... Communicating systems

(Continued from Page 40)

give proper advice in such matters. They will also help in preparing application to the Federal Communications Commission (FCC) for a license.

Recording Systems

This is a typical use of recorders. Items for a motor truckload are recorded by an office clerk. Properly identified, the recording is sent to a member of the loading crew. The belt for a particular load is placed in a transcribing machine which broadcasts it in the order-assembling area. The order picker controls the small



speaker remotely by means of a rope. When the man has heard several items, he picks them out and places them on a powered belt conveyor which carries them to the truck.

Anyone interested in investigating such an arrangement should procure a copy of Agricultural Information Bulletin No. 43 from the U. S. Department of Agriculture.

Records on the Move

The means of distributing documents frequently are components of a communication system. This is how several well-known devices perform this service.

Elevators—both hand and power-operated—are used for between-floor movement of bills of lading and orders.

Belt Conveyors which drag documents between the belt and a fixed bed shaped like a trough have been used successfully.

Others are fitted with slanting V-shaped sides which guide and support the conveyed papers and prevent their being blown off the belt during travel. Horizontal and slightly inclined belts are used for this purpose.

Automatic belt carriers consist of two belts which are squeezed together. They carry documents between them. At predetermined outlets the belts separate and the papers are discharged automatically. All stations in the system are sending-receive units. Deliveries can be made between two, three, or four stations beyond the master station, which contains the power unit. Horizontal, inclined, and vertical paths can be provided.

Wire line carriers with spring propulsion are hand operated. They are an adaptation of the cash-carrier systems used in department stores. Their range is limited to approximately 200 feet of straight travel with very moderate turns if needed.

Electric cable carriers are powered and quite flexible as to possible paths. The tube carriers, which are advanced by the continuously moving cable, come in a variety of sizes. If more suitable, basket carriers can be used. Upshoots and horizontal curves are standard. However, the latter must all turn in the same direction.

Chain Conveyors with projecting arms have been used to carry document containers between floors. They are most suitable for distributing loads consisting of several pieces.

Pneumatic Tube Systems have been undergoing some radical changes. Normally, lines of moderate length, as within a single building, are vacuum-operated. Single tube vacuum-pressure systems are used in lines up to 6000 ft long. With power units at both ends, lines up to 12,000 ft in length are practical.

A recent development allows several carriers to go through a single tube, each carrier bound

for a different destination. A pair of coils is located a few feet ahead of each switch point. A magnet is snapped on each carrier and is indexed to provide a signal as it passes through the coil. This signal opens the Y or lets it remain closed. Automatic means for controlling the flow of carriers from any station in the system to any other is possible through the use of telephone dial equipment. This is another example of an advance in one field being adopted by another.

Typewriting by Wire

American Telephone & Telegraph Company's Teletypewriter Exchange Service (TWX) is an established fixture in the business communications field. A subscriber, simply by typing the correct call letters can send a typewritten message to any other subscriber. Thus written contact is made with branch offices, plants or warehouses, customers, and suppliers anywhere in this country. Radio transmits these messages overseas.

The same kind of equipment used by AT&T is available for private use. The two basic machines are a page printer send-receive unit and a receive-only unit. These print messages at speeds up to 100 words a minute. Data can be transmitted to all locations concerned and received for various points of origin. Roll stationery and continuous multi-copy printed forms are optional with the user.

More elaborate sets are intended primarily for use in connection with integrated data processing (IDP). These can be arranged so that data input is manual or is fed from stored tapes, telegraph signals, or card-to-tape converters.

In addition to producing page copy, provisions can be made for turning out monitor tapes, punched cards, address plates, etc. Both transmitting and receiving stations may be a few feet apart or in widely scattered locations.

In the trucking and warehousing fields printed telegraphy is used primarily for order prep-



Left: United Warehouse Co. puts two-way radio on fork lifts. Center: Canadian GE plant also uses radio. Right: Sexton warehouse has 50 private telephones

aration, purchasing, and contacts with branches and customers, etc.

Electronic Transmission

Two different types of systems reproduce messages electronically. One receives a handwritten message while it is being written. The second involves the photographic reproduction of written, drawn, printed, or even photographic material.

Transcriber Systems are made up of transceiver units for both sending and receiving handwritten messages and receivers. One-way communication on a selective basis involves a transceiver and any number of receivers; two-way communications are possible where each station is a transceiver.

The advantage of this system is that it provides written instructions which are delivered as they are written. TelAutograph has developed what they call "Instan-Form" teletranscribers. With these, messages can be received on forms designed according to the user's requirements. Yale Transport Corp. uses these forms in its New York terminal to issue yard orders. They find this method more satisfactory than loudspeakers. The chances of misunderstanding instructions are minimized.

Facsimile Systems, both public and private, transmit picture copies of any document up to 8½ x 11 in. The equipment is not sold. It is leased by Western Union Telegraph Co. However, the company points out that their "Intrafax" equipment works with any private wire system—whether

it is Western Union-designed or not.

The copy to be transmitted is slipped around a sending drum. A starting button is pushed. In less than three minutes a full page of copy is produced at any receiving unit. The sending machine can be set to scan only such portion of the message as it is desired to transmit. Therefore, short messages can be transmitted in less time. Special Teledeltos paper eliminates the need for developing or drying the reproduced copies.

A modified version of "Intrafax" utilizes a Teledeltos tape ¾ in. wide on which messages not exceeding 13 in. long can be handwritten and reproduced 18 seconds later.

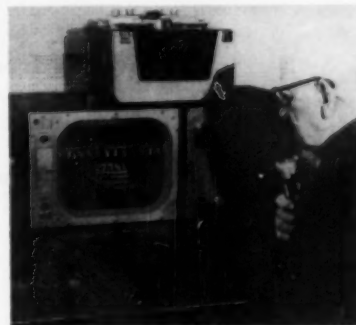
A typical setup is that used at Minnesota Mining & Manufacturing Co. Private wire messages are received at one central communications center. Then by means of an Intrafax machine they are flashed immediately and directly to executive office, plants, departments, or warehouses. Facsimile machines, strategically located throughout headquarters area, receive messages instantly. Messages originating anywhere at headquarters are transmitted via Intrafax to the communications center. Then they are sped without delay to any point on the private wire network.

Visual Controls

Many activities can best be controlled if the supervisor can see what is going on.

Closed-circuit industrial TV

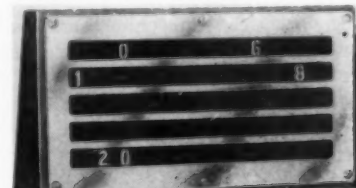
makes it possible to provide this kind of supervision. Still relatively new, this means of visual communication is gradually being applied to different conditions. In the September issue of *DISTRIBUTION AGE* is described how Yale Transport installed TV cameras on its platform. The dispatcher was moved to a control room some distance from the dock.



Several types of cameras are available. Some have fixed focus while others swing or tilt. In some installations, a video monitor is used with each video source. In others a switcher makes it possible to use one monitor with up to six cameras.

A survey by a competent engineer is the only way to determine the proper equipment to secure the desired controls. Normal range is 1000 ft, but 2000 ft can be secured if needed.

With his knowledge of conditions and what he wants to accomplish through the use of his communications system, the reader can easily refer to the chart and narrow his considerations to those systems which seem to best meet his requirements.



All manufacturers of equipment for communications systems offer a free survey service. It includes specific recommendations regarding which machines are best for various operations. Also, pertinent information about installation, operating costs, and savings estimates is supplied. ●

The associated traffic bureau— a guide on the outside

Anything from a complete traffic service for small businesses
to post-audit of freight bills for traffic departments of big
companies can be obtained through a traffic service bureau

MANY companies retain an outside specialist to handle all transportation activities. They turn over to outside parties the selection of routes, auditing and payment of bills, and the adjustment of claims.

These specialists are referred to variously as traffic bureaus, commerce counsellors, industrial traffic counsellors, associated traffic bureaus, and freight bill auditors.

By definition, a traffic service bureau is an independent person or firm that, for a fee, will perform traffic management functions for firms using transportation.

There are in the U. S. about 319 traffic service bureaus. Half of these are concentrated in the states of California, Illinois, New York, Ohio, and Pennsylvania.

Chief Services

In practice, the chief services performed by traffic service bureaus are:

1. The post-audit of freight bills for a fee contingent upon the amount recovered, usually 50 per cent.

2. Monthly retainer work, which includes any or all of a number of services. These services include auditing freight bills either before or after payment; the payment of freight bills; telephone rate and route advice; docket-watching service, in which the client is kept advised of proposed rate changes;

and consultation in day-to-day traffic management.

3. Freight rate or classification negotiation.

4. Interstate Commerce Commission or state commission pleadings, or assistance given to an attorney or practitioner in such cases.

5. Freight rate schedule preparation for shippers and receivers, either as a special one-time job, or as a continuing service in which the rates are kept up to date.

6. Loss or damage claims for fees contingent upon the amount of recovery.

7. The handling of transit accounts.

8. Special projects, including plant surveys, advice on bill of lading descriptions, packaging, warehouse surveys, and traffic assistance in plant location.

Post-Audit of Bills

The post-audit of freight bills for a fee contingent upon the amount recovered is the most-used single service of bureaus. Probably half of the total revenue of all bureaus comes from the performance of this service.

With a concentration of traffic bureaus in nearly every industrial center, it is the rare firm that has not been approached by a bureau that wants to audit its freight bills. Some of the larger bureaus

state that they have more than 2000 clients that avail themselves of contingent post-audit work.

There are indications that the profit from this service is declining. Competition among bureaus is becoming more active for the available business. More and more shipments are being made by methods that do not lend themselves to efficient post-audit work: pool car consolidations, exempt freight forwarders such as shipper cooperatives, and contract, leased, and private truck operations.

Today most large industrial firms have competent traffic departments that skim the cream from the possible overcharges before the freight bills reach the bureau. In many cases the freight bills are sent to the bureau for audit only as a means of checking the efficiency of the firm's traffic personnel.

An example of this is a situation described by an eastern bureau:

"One of the largest industrial organizations in this area, according to my understanding, actually rates the bills of lading before a shipment is made; audits the freight bills before payment; spot checks them after payment; and then has them audited by one outside firm and reaudited by another!"

Auditing Freight Bills

For previously untouched bills, the post-auditor must usually go to

Editor's Note: This article was excerpted from a paper prepared for the American Society of Traffic and Transportation.

the small firms that will have smaller shipments in smaller volume. A reaudit after the larger firm's traffic department is not scorned. But large revenues from this source are rare.

Although the work of the contingent post-auditor requires more rate skill than any other single job in traffic management, it is the activity least respected. Industrial traffic managers are inclined to resent an outside firm checking up on them, and the personnel of the auditing firm is referred to as "rate sharks" or "freight bill coroners."

Bureaus that do not perform this service sometimes feel that it is not constructive, that the big job is to see that the rate error is avoided in the first place.

There is an unfortunate element of competition between the industrial traffic manager and the post-auditor. There is little doubt that, given the personnel and the tariffs, the industrial traffic department can do a better job of post-auditing than the bureau.

On the other hand, the traffic bureau personnel must, of necessity, be more widely experienced, and they will nearly always have a more complete set of tariffs.

By Fletcher W. Day
*President, National Assn.
of Transportation Consultants*

One industrial traffic department, with an excellent reputation for efficiency, maintains a file of 40 tariffs. This tariff file will cover, perhaps, 85 per cent of the shipments made by the firm. A good-sized bureau frequently will maintain more than a thousand tariffs.

Finally, a bureau working on a contingent basis has an incentive that may be missing in the case of its client's traffic department. Recovery must be made if the bureau is to exist.

From the standpoint of good traffic management, the most valid objections to post-audit work for a contingent fee are based on psychological grounds. The auditor usually will not concern himself with his client's traffic management practices. Even if there are obvious shipping errors, there is no incentive to suggest correction. There even is an incentive to refrain from such suggestions because of the possible effect on revenue from future audits of the same firm's freight bills.

As in any business or profession, there are a few post-auditors of dubious ethics. By their methods, they do the entire field of traffic management a disservice.

The better-established bureaus deplore the practices of the "basement operators." Sharp dealing results in a poor reputation for the entire bureau concept. And, from a practical standpoint, it can be considered unfair competition. These operators have been described as "competition operating on a part time basis from lofts, garages and basements of homes on a reduced percentage basis with a very limited tariff library."

Although some of the objections to the practice may be well-founded, the contingent post-auditor performs a valuable service both for industry and for transportation. It is the only auditing service available, in most cases, to the very small industry.

If the industry employing the services of a post-auditor analyzes the results, it will find that there is a valuable by-product service. For example, if there is an investigation of the description of a commodity, the client is alerted to the fact that a misdescription may be costing him money. Or if there is a duplicate payment, the client should know that his freight bill payment procedure needs scrutinizing.

Traffic service bureaus by states

STATE	NO. OF BUREAUS	STATE	NO. OF BUREAUS
Alaska	0	Montana	1
Alabama	6	Nebraska	1
Arizona	5	Nevada	0
Arkansas	2	New Hampshire	0
California	50	New Jersey	8
Colorado	7	New Mexico	1
Connecticut	2	New York	37
Delaware	0	North Carolina	0
District of Columbia	13	North Dakota	0
Florida	6	Ohio	18
Georgia	2	Oklahoma	3
Idaho	1	Oregon	4
Illinois	36	Pennsylvania	18
Indiana	2	Rhode Island	2
Iowa	3	South Carolina	0
Kansas	2	South Dakota	1
Kentucky	0	Tennessee	6
Louisiana	4	Texas	17
Maine	1	Utah	1
Maryland	2	Vermont	0
Massachusetts	6	Virginia	4
Michigan	8	Washington	8
Minnesota	5	West Virginia	0
Mississippi	2	Wisconsin	7
Missouri	17	Wyoming	0
		Total	319

Monthly Retainer

Monthly retainer accounts are becoming more popular among bureaus. The monthly fee is a means of eliminating the peaks and valleys of income. It avoids the element of gambling that is inherent in contingent-fee work. Occasionally, post-audit of freight bills will be included in the service offered on a retainer basis. But usually an arrangement is made whereby the freight bills are sent to the bureau, whereupon they are audited immediately and sent to the client for payment.

A new development in bureau service is the actual payment by the bureau of freight bills from an amount deposited by the client for this purpose. A few bureaus that perform this service feel that it is the most important innovation
(Please Turn to Page 63)

Transportation Executives in AMA Distribution Panel



Owen Clarke
Chesapeake & Ohio
Railway Co.



Samuel C. Dunlap
American Airlines, Inc.



Capt. A. C. Ingersoll, Jr.
Federal Barge Lines,
Inc.



Gen. Paul F. Yount
Consolidated
Freightways, Inc.

AMA holds first conference on distribution management

THE American Management Association held its first conference on distribution management, recently.

Long in gaining top management recognition, the distribution management function received a thorough review from its organizational importance and effectiveness to its operational efficiency and economical functions.

"I hail this conference as a historic break-through of the frontier of industrial inefficiency," said A. W. Greene, editor of *DISTRIBUTION AGE* and the conference's closing speaker.



First conference speaker was Ross E. Jones, vice president-materials for Radio Corp. of America. In discussing physical dis-

Twenty executives in related fields of distribution gave pointers, predictions, and pure facts at the recent AMA conference on distribution; excerpts are presented here

tribution management, its organization and practice, Jones pointed out that "in order to meet competition, satisfy customer demands, and control costs, distribution must be cultivated as a system of procedures as the atmosphere in which it grows is continually changing."

Using his company as an illustration, Jones mentioned that "while it (distribution) seems to be a service function without which neither one could successfully operate, it is a substantive economic function." He warned that too often it is forgotten that economics is defined as being concerned with the production and distribution of goods and services.

"Because the bulk of the cost of distribution is spent in the trans-

portation area," he continued, "management should be careful to select someone who has an adequate background in transportation and its regulations, to cope with its many ramifications and to subsequently reduce costs."

He stressed that "a good transportation man may not make a good distribution manager. Because of their technical training, these men sometimes become specialists and do not wish to broaden themselves by learning the other aspects of distribution."

"It is sound business practice," Jones told the conference, "that the inventory control group be a part of the distribution division." He emphasized that whenever possible, a prospective distribution manager work in the traffic department to become acquainted with terminology and regulations.

"The mere fact that we are

EDITOR'S NOTE: Due to the importance and timeliness of these papers, several of them will be published in future issues of *DISTRIBUTION AGE*.

all here today to discuss distribution," he said, "signifies that management has recognized the problem and that distribution management is taking its proper place in corporate organization and structure."



Next to address the gathering was **Philip F. Cannon**. He is vice president of Barrington Associates. Cannon's remarks were related to how distribution management eliminates the grey area of divided responsibility between manufacturing and marketing.

Cannon made it clear that usually the company president is the only one able to take the initiative in setting up a distribution department. "A traffic manager," he said, "seeking to set up an augmented distribution function will be the target of resentment and placed in the position of a self-seeker, etc. If he seeks to do the job himself, even with topside support, it will be most difficult."

Pointing to the crux of the problem, Cannon said that "most of the time we find fragments of the distribution function assigned among several major executives in a company, all of equal reporting status. This is the core of the problem. This is why we have grey areas in distribution and why there is so great an opportunity for its improvement."

He stressed that "where you put distribution in your corporate organization plan will determine whether grey areas are to be created or avoided. Similarly, the way you organize within the distribution function will have a major influence on the integration and coordination necessary to provide a tight operation."

Cannon stressed that splitting responsibility for distribution and parcelling it out among other divi-

sions creates grey areas. Also, that unless an integrated and coordinated plan of distribution management exists within a company, distribution functions tend to receive only second-class attention, often as an afterthought of people whose primary interests are elsewhere. "Adding one grey area to another," he said, "will not create black ink on the profit and loss statement, but it may put a splash of red there."



Earl Klukas, general traffic manager, Whirlpool Corp., spoke on centralized versus decentralized distribution management. Klukas said that it "becomes more apparent to us that where materials, manufacturing processes, marketing channels, engineering problems, and transportation requirements are closely related, then greater efficiencies can be achieved by increasing the degree of integration in many functions of . . . manufacturing and distribution."

"The corollary of this . . . would be where these basic similarities do not exist, emphasis would fall more heavily on the side of decentralization."

"The important thing to bear in mind," he said, "is that in almost any company you've got to fit the philosophy, the policy, and the operating method into the warp and woof of your particular organization after you have considered major influences (such as customer requirements, production characteristics, plant facilities)."

Klukas closed with the thought that "these can all be ground into the equation by the detail of charts and columnar pads or the use of electric computers for the final computation. The final success in managing the physical distribution function and scoring

points on the profit and loss statement will depend upon the skill in fitting the function into the unique requirements of a particular set of circumstances, or the needs of a particular company."



First speaker on the containerization panel was **L. E. Galaspie**. He is chairman of the Board and president of United States Freight Co.

Galaspie mentioned the safety factors of containerization and also the reduction of pilferage. Also, that paper work pertaining to shipments has been greatly reduced. He predicted that "an increased demand for containers will result in greater cooperation and coordination among and between the various segments of our transportation fraternity. Greater cooperation between the different modes . . . will strengthen considerably our transportation system, and will also tend to lower transportation costs."

"With containerization, many smaller companies will find it possible to continue giving individualized service, while at the same time effecting greater economies in transportation through being able to ship in volume lots, thus, finding it possible to compete more readily in the market place with the larger manufacturers."

Another panel member, **Fred Muller, Jr.**, product manager-cargo units, American Car and Foundry Co., Division of ACF Industries, Inc., told the conference that at the present time there are approximately 200 different sizes of containers in use in the U. S. "These containers," he pointed out, "are not being interchanged nor are they in any form of integrated transportation. They are mainly in captive service."

(Please Turn Page)

... Distribution management

(Continued from Preceding Page)

Continuing, Muller mentioned "the heartening aspect of the whole situation is in the spirit of



T. P. Nelligan, who is executive vice president, Albert Schwill and Co., spoke about his company's experiences with containerization. A main company problem had been to devise a method of supplying off-track customers with malt in the same condition as it arrived in hoppers.

The solution consists of specially built 17 ft x 8 ft x 8 ft containers placed in the plant on cars and shipping them to a team track in St. Louis. They are transferred by fork-lift truck to specially-designed semi-trailers and transported to the brewery. After two connections are made, a button empties the box while the previously emptied box is returned to the team track and exchanged for a full one.

Nelligan stressed that the magic element in containerization programs is persistence.

Closing panelist **John L. Weller**, president of Seatrain Lines, Inc., said that the principal "function of containerization . . . is to permit coordinated use of two or more modes of transportation without transfer of lading, thereby facilitating maximum realization of the economic and



"We believe that we see a strong trend . . . to the larger units that can be handled more economically. This trend . . . will continue as more people become aware of the important and rising costs of handling and distribution." These were the remarks of **Roland W. Puder**, supervisor-materials handling, packaging, and distribution for E. I. du Pont de Nemours and Co., Inc. Puder also emphasized that "a high degree of cooperation among shippers, carriers, and equipment manufacturers will be required to achieve any measure of success in this endeavor to standardize."



social advantages of each form of transportation."

Weller explained that many people who have spent their lives resisting the one thing which containerization is intended to accomplish "namely coordination of two or more forms of transportation, have all of a sudden hit upon containerization or piggy-back or some other variation as the cure-

all for the problems of transportation."

Weller told the conference he felt that "standardization at too early a stage in the game is an obstacle to engineering progress. Had we standardized on the horseless carriage of 1905, the development of the automobile industry would have been considerably retarded."

He enumerated the obstacles which must be overcome if containerization is to develop. Weller said that "basically our regulatory law presumes that either the trucker or the railroad should do the whole job from end to end. This, unfortunately, has also been the state of mind of most railroad people—if they don't do it all, they don't want any part of it."

He also said that in refusing to cooperate with the trucks in the early days, so that the truck could perform its best function of short haul movement, the railroads have forced the development of long distance trucking "beyond any degree which basic economies probably would have brought it." He called for a "serious and conscientious reappraisal of our regulatory and rate structure so that the present compartmentalization of transportation can be overcome."

Speaking on the high costs of warehousing and how to cut them was **E. M. Maney**, manager of traffic, International Business Machines Corp. "In evaluating any warehouse program," Maney said, "it is well to remember that before costs can be controlled, the factors making up the costs must be known, isolated, and examined. Once the decision has been made between private and public warehousing, the question of proper location is of utmost importance."

"The real secret of success in a warehousing program," Maney explained, "lies in planning. There are all kinds of tools available to assist you in establishing and operating an economical and efficient program. Warehousing must be considered as a system and failure of the system usually means that management planning was faulty."

A discussion of the distribution manager, a new organizational title, was delivered by Alfred Link in the absence of **George V.**

Evans, manager, Distribution Department, International Latex Corp.



Evans' paper illustrated the responsibilities concerning this new organizational title. The distribution manager is responsible for the development of policies and programs covering the administration and operation of the department and all related functions. Evans defines the distribution manager as a "professional manager responsible for the administration and operation of the physical distribution organization and all related functions."



Bradley D. Nash, who is U. S. deputy undersecretary of commerce for transportation, spoke on the government's role in physical distribution. "With the newer growth of container services and the prospects for container standardization, the common ownership issue assumes more importance," Nash said.

"Last year in the Senate," he continued, "for example, there were hearings on common ownership. If the container idea catches on further, the old boundary lines between forms of transportation will be blurred. The extent to which a given container will move over the various transport media (Please Turn to Page 66)



Top: BEFORE racks were installed items were hard to find.
Bottom: AFTER installation stored items are quickly located

Racks create space for outside storage

Stock is reached with greater ease,
speed, and safety with new rack system

STEEL racks have quintupled usable outdoor storage space at Rocketdyne, a division of North American Aviation, Inc., Canoga Park, Calif.

Adjustable

They are adjustable three-tiered structure that have been installed in the plant's 14,000-sq ft "outside stockroom." Besides creating more space, they make stock more accessible and provide greater safety.

A checkerboard system of clearing space, erecting the

racks, and indexing stock made it possible to install the racks without seriously disrupting yard operations.

Repack

Once hard-to-find articles like turbo-pumps were repackaged in plywood boxes and similar containers. Clearly labeled to facilitate location, the containers were palletized for handling.

California climate and rapid stock turnover made outdoor storage practical for many items. ●

DA

NEW PRODUCTS

... FOR FURTHER INFORMATION

Rail-Road-Sea Container

Fruehauf Trailer Co. in conjunction with General American Transportation Corp. has developed a container specifically designed and manufactured in order to operate interchangeably between road, rail, and

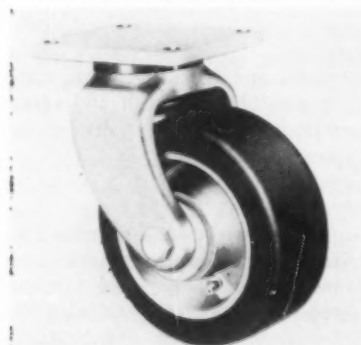


ship. Although the container can be carried on any existing piggy-back car, it was designed for use on General American's piggy-back cars. It is equipped with a new semi-automatic hitch which permits loading and tiedown of all types of trailers. Economy factors which result from this development include elimination of export packing and crating charges, quicker loading and turn-around time for ships, and simplified bill of lading procedures. The containers are of steel and aluminum construction in 17, 20, and 24 ft lengths. Body components are available in steel or aluminum, depending on service requirements.

Circle 35 on Card, Facing Page 55

Light Aluminum Casters

Light aluminum casters with sealed bearings and rubber tread wheels have been developed by the Bassick

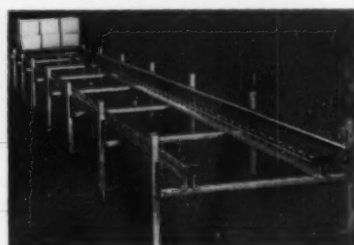


Co. The swivel and rigid casters are designed for use especially where corrosive conditions prevail or where casters are left standing out of doors.

Circle 36 on Card, Facing Page 55

Conveyor Moves Pallets

This gravity conveyor can handle up to 3000 lb pallet loads at slopes as low as 1/4 in. per ft. Manufactured by M-H Standard Corp., the unit consists of rails, adjustable supports on 5-in. centers, and side rails. The rails are adjustable in both width and ele-



vation. Main members are galvanized steel. Fittings are painted with matching aluminum enamel. Hardware is zinc plated. Rails can be purchased separately for mounting directly on the floor or trailer bed or to incorporate in machinery.

Circle 37 on Card, Facing Page 55

Truck Calibration Scale

A new highway safety device, a calibration scale that converts truck speedometer readings from miles-per-hour to feet-per-second, is available from Speedo Tach Service, Inc. The scale mounts permanently onto the

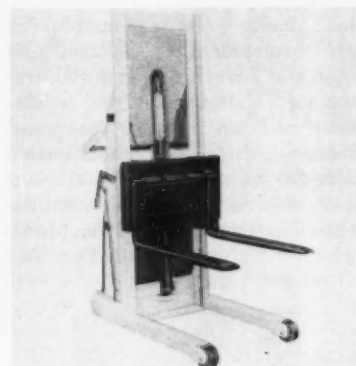


face of the speedometer or tachograph dial. At any given speed, the driver is constantly aware of the fps his vehicle is travelling. It is felt that this awareness on the part of drivers together with the knowledge of their vehicles stopping distances and their own reaction time will enable truck operators to improve their safety records.

Circle 38 on Card, Facing Page 55

Telescopic Lift Truck

This telescopic battery-powered hydraulically-operated lift truck is a 1500-lb capacity unit specifically designed for use in every industry. It is equipped with a 12-volt battery



and has a self-contained battery charger. The unit is especially suited to handle loads up to 57 in. and can be manipulated under low doorways and through narrow aisles. The lift is made by Big Joe Mfg. Co.

Circle 39 on Card, Facing Page 55

Trailer Dump Body

An all aluminum trailer dump body using extruded rub rails, top cab, and side braces features improved fabrication techniques. Developed by Hockensmith Corp., the unit has a weight of 8100 lb. Side braces are used to spell out your firm's name and serve as structural members and advertising which does not need to be main-



tained. The dump bodies are available with the extruded letters either gold or blue anodized with a natural finish aluminum sheet as a background.

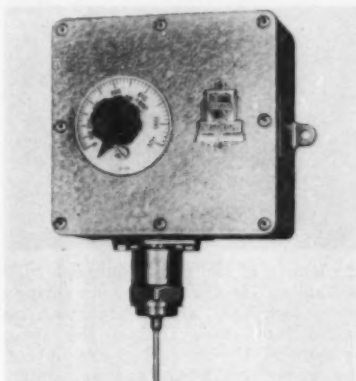
Circle 40 on Card, Facing Page 55

and EQUIPMENT

PLEASE USE READERS' SERVICE CARD • • PAGE 55

Temperature Control

Recently designed is this single-point, weather-resistant, non-indicating temperature control. It was planned primarily for exterior use for the control of either refrigeration



or heating equipment and is available from **Partlow Corp.** The control is well-suited for cargo containers, highway transport, or railroad applications. It is rugged and resists shocks and vibration.

Circle 41 on Card, Facing Page 55

Tractor Shovel

Features of the new tractor shovel from the **Frank G. Hough Co.** stem from the increased power available for hydraulics and traction. The torque converter is more efficient. It is a single-stage, two phase converter with a torque multiplication factor of 2.57 to 1 at stall. The power-shift transmission provides three speeds in



each direction. Power transfer differentials which automatically shift additional torque to the wheels with the best traction continue as standard equipment.

Circle 42 on Card, Facing Page 55

Fiberglas Covers

Gering Products has announced a new polyethylene film that is reinforced with fiberglas. The film is



lightweight and easy to handle. The barrier film is well suited as equipment covers. It is supplied in 2 x 2 mesh and 4 x 4 mesh in 4 and 8 mil thickness in 100 and 150-ft length rolls.

Circle 43 on Card, Facing Page 55

Below-the-Hook Lifter

A new line of below-the-hook load gripping devices for use in hoisting is being introduced by **Shaw-Box Crane and Hoist**. Five types of plate lifting clamps are offered in sizes

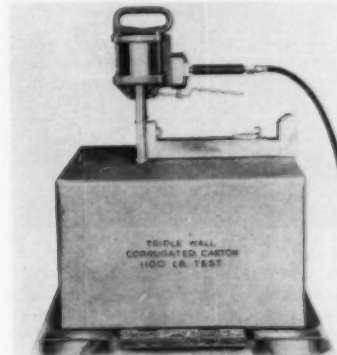


from 1000 through 40,000-lb capacity. Tongs are available in six specific sizes: crate tongs, pipe tongs, rail tongs, beam tongs, and barrel or drum tongs. Hooks included in the new line are two types of box hooks and a trip hook.

Circle 44 on Card, Facing Page 55

Container Stapler

Container Stapling Corp. has a new model which delivers over half a ton of pressure with each stroke. The power tool sets up the bottoms of empty triple or double-wall boxes.



Automatic double acting pneumatic piston guarantees rapid performance. Simply plug the unit into an air line which supplies 60-80 psi and it is ready for use. The stapler is furnished with lubricator and air filter.

Circle 45 on Card, Facing Page 55

Power Drum Handler

Marketing a new mechanical handler for fibre and steel drums is **Little Giant Products, Inc.** Drums new or battered, with closed or open tops are securely gripped one or two at a time. The heavier the drum the



tighter the grip. The gripping head consists of two hardened jaws that grip the head. No springs are used. It is adjustable to different heights.

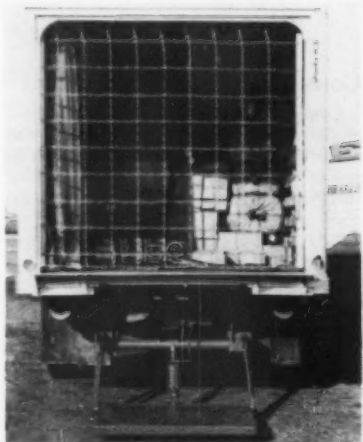
Circle 46 on Card, Facing Page 55
(Please Turn Page)

New Products and Equipment

(Continued from Preceding Page)

Lifting Tailgate

This new lifting tailgate folds under a truck or trailer body to allow direct contact by body bumpers against loading dock. The unit is finding its principal applications in city pick-up and delivery operations.

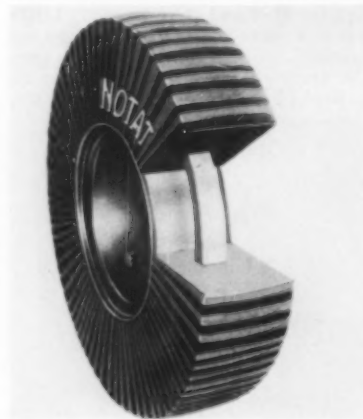


The gate is out of the way for dock-fork truck loading. It appears at the flip of a lever where dock facilities do not exist. It can handle a 1200-lb payload. The tailgate operates electrically and unlike some other gates, the unit pushes, instead of pulling, the load to floor level. H. S. Watson Co. is the manufacturer.

Circle 47 on Card, Facing Page 55

Nylon Tire

A new nylon tire in addition to its regular line has been announced by the Notat Tire Co. Its tires are recommended for use on lift trucks, front

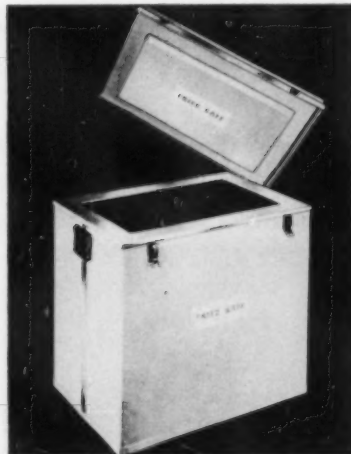


end loaders, tractors, cranes, and other industrial equipment. The tires are vertically laminated and are flat free and can ride in critical operating areas.

Circle 48 on Card, Facing Page 55

Portable Cold Box

Cold keeping efficiency is claimed for Glo-Brite Products new 5-cu ft plastic foam portable cold trans-



porter. With only slight rise in temperature, the unit keeps frozen merchandise in good condition for a 36 to 48-hr period without ices or other refrigerants. The insulation core is one piece and weighs 12 lb. The box is waterproof, vermin proof, rot proof, and will not mildew.

Circle 49 on Card, Facing Page 55

Hopper Car Vibrator

A new line of heavy-duty air vibrators for unloading covered railroad hopper cars is announced by National

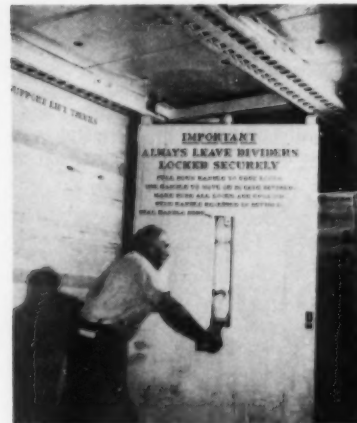


Air Vibrator Co. The unit has an exceptionally long piston stroke for maximum amplitude and thrust. The piston is the only moving part. According to the manufacturer, the vibrator eliminates clean-out of cars after emptying and frees unloading personnel for other work.

Circle 50 on Card, Facing Page 55

Box Car Load Divider

A new load divider for box cars, insulated box cars, and refrigerator cars is being introduced by Union Asbestos and Rubber Co. The dividers are designed to reduce damage to cargo in transit, cut loading time and costs, and allow load-sealed less-than-cargo shipments. A single operating bar gives positive locking at four points, half at top and half at the bottom of the railway car. The dividers are mounted on a pivot-type hanger which rolls on tracks running

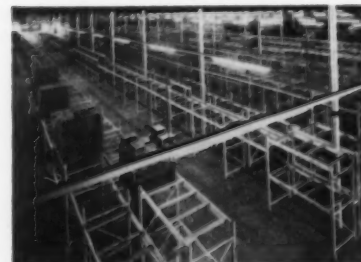


the length of the car. Equipped with ceiling and floor keepers plus spring-board lock bars, the dividers can be locked into place against the sides or ends of the car. They are out of the way for loading and unloading. There is no metal to metal contact, this feature guards against any temperature fluctuation in refrigerator cars.

Circle 51 on Card, Facing Page 55

Reusable Storage Racks

Rigid, self-supporting material storage racks can be assembled without cutting or tools from prefabricated materials manufactured by Storage Products Corp. Quick assembly and reassembly of the racks is



made possible due to a special "U" shaped connector which holds every joint rigid against stress. Upright trusses are available in heights from 6 to 20 ft and in depths from 2 to 6 ft. They can be assembled in any desired number, one on top of another for added heights or laterally for depth.

Circle 52 on Card, Facing Page 55

Balanced Paper Handler

Paper rolls weighing up to 2200 lb can now be handled quickly and efficiently with the use of a new counterbalanced operator-led truck from Automatic Transportation Co. The transporter has a capacity of 4000 lb. When it is equipped with a



revolving paper roll attachment it can move rolls 40 in. in diameter. The attachment can be furnished with from 90 to 360 deg rotation and a quick disconnect coupling to convert it to a standard fork truck in minutes. There is a flow control valve in the lift system for safe lowering of the mast should a hydraulic line become damaged in operation.

Circle 53 on Card, Facing Page 55

Diesel Engine Line

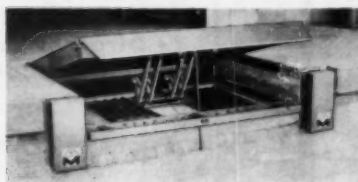
Hercules Motors Corp. is introducing a new line of diesel engines ranging from 50 to 350 hp in 3, 4, 6, and 8-cylinder models. The line includes engines designed for light and medium trucks up to 55,000-lb gcw. Several of the motors utilize a new combustion system which makes possible the use of a wide variety of fuels such as diesel oil, kerosene, jet fuel. No adjustment is required when fuels are changed. In addition to the automotive market, the engines can find application in powering materials handling equipment.

Circle 54 on Card, Facing Page 55

For prompt service, use postage-free postcard provided to obtain **FREE LITERATURE** and **NEW PRODUCT** information described in this issue. All material is **FREE** unless otherwise noted.

Automatic Dock Board

There is a new free-floating, automatic, hinged-lip dock board on the market. It is produced by Auto-Mechanical Dock Board, Inc. The dock board replaces units where the hinged lip has to be manually operated. In operation, the new dock board adjusts to the proper level so it will rest on the horizontal plane of the



truck bed. When the truck is in position, the dock board is released by dock personnel. The dock board will support 20,000 lb in both working and cross-traffic positions. Only a 12-in. deep pit is required. When not in use, the dock board remains in a position level with the loading dock.

Circle 55 on Card, Facing Page 55

Light Haul Trucks

Compact size and economical operation are claimed for the new products at Cushman Motors. You can



get them in either electric or gasoline powered models which will move an 800-lb payload. An optional steel and fiberglass cab is available.

Circle 56 on Card, Facing Page 55

Low Floor Rated Truck

This new lift truck from the Heifred Corp. may solve your problems where heavy duty work must be accom-

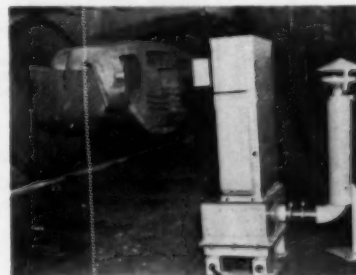


plished on low rated floors and elevators. The truck features low operator seating with high dock clearances. Capacities are 1000 through 4000 lb.

Circle 57 on Card, Facing Page 55

Hot Box Detector

An advanced infrared sensing device that automatically detects dangerously over heated railroad car journal boxes is announced by Link Aviation, Inc. These detectors have been in use in Europe for the past three years. Unique temperature

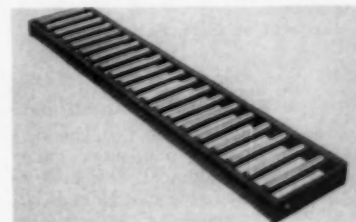


sensing and comparison mechanisms in the equipment accurately distinguish a hot box from journal boxes operating at acceptable temperatures.

Circle 58 on Card, Facing Page 55

Protective Finish

A new finish from E. W. Buschman Co. is included in its line of conveying equipment. Roller and gravity conveyor sections, supports, and ac-

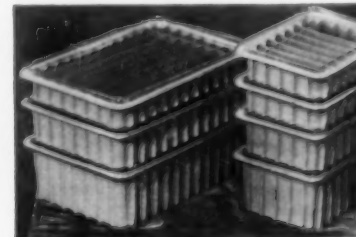


cessories are delivered with the special finish. The new protection is especially efficient at sheared and rolled edges, welded joints, and punched holes where corrosion often attacks.

Circle 59 on Card, Facing Page 55

New Plastic Box

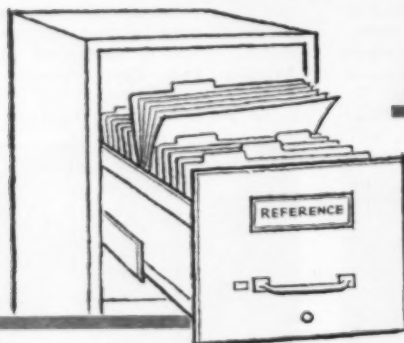
A plastic box which is said to be an improvement over metal and wood boxes is offered by Export Corp. Vacuum formed, the new plastic box



features a ribbed design which permits installation dividers. The box also comes with snap-on-cover made to facilitate stacking. Seiberling Rubber Co. is the manufacturer.

Circle 60 on Card, Facing Page 55

DISTRIBUTION AIDS



- Catalogs
- Specifications
- Directories
- Case Studies
- Reports

New Warehouse Directory

The 1959-1960 edition of the American Warehousemen's Assn. Roster of Members is off the press. It lists names, addresses, telephone and twx numbers, executives for customer contact, and railroad service of members of the AWA's Merchandise Division in the U. S. and seven countries which specialize in the storage and handling of commodities which require no refrigeration.

Circle 61 on Card, Facing Page 55

Equipment Handbook Offered

Precision Equipment Co., the firm which regularly publishes handy pocket-sized equipment manuals as a guide to executive planning, is offering a free one-year's subscription to its popular manual. The newest products and inventions for both plant and office are described in the manuals throughout the year. Steel shelving and materials handling equipment innovations are a regular part of the manuals.

Circle 62 on Card, Facing Page 55

Caster, Wheel Catalog

The complete line of casters and wheels produced by Rapids-Standard Co., Inc. is fully outlined in the company's new 40-page catalog. Introduced in the offering are the 5400 heavy duty series and the new pneumatic series. A new feature of the catalog is an index designed to simplify the checking of caster and wheel specifications for any application. The index is divided into duty classifications, product series, load capacities, and product illustrations and description.

Circle 63 on Card, Facing Page 55



Industrial Truck Line

Bulletin '59 is a new full line folder from Baker Industrial Trucks and its purpose is to describe and illustrate the company's rider-type electric and gasoline powered fork-lift trucks. Also the side-loading loader, and electric platform trucks and crane trucks.

Circle 64 on Card, Facing Page 55

New Fork Truck Series

Allis-Chalmers has a new 16-page pictorial review of its forklift trucks in a new series. Illustrations, including cutaways, help you see operating and design features which play a major part in the series.

Circle 65 on Card, Facing Page 55

Paper Warehousing Hints

How one of the nation's larger paper merchants saves \$70,000 in floor space at one warehouse should be of interest to you. It is done through a unique plant layout along with proper integration of materials handling equipment. The details are shown and described in a new offering from Lewis-Shepard Products, Inc. It is illustrated with a series of action shots taken at the plant.

Circle 66 on Card, Facing Page 55



Guide to Air Shipping

A new guide to air shipping via the Port of New York is now available. Its 42 pages filled with illustration and informative copy will give you a solid background on the Port and its many and varied facilities for the person who ships or plans to ship via air and the Port. International and domestic shipments are covered. Emphasis is placed on the jet facilities.

Circle 67 on Card, Facing Page 55

ACSC 1960 Directory

The 1960 directory of the membership of Affiliated Cold Storage Cos., Inc., is off the press. You may obtain a copy of the group's list of members and pertinent data.

Circle 68 on Card, Facing Page 55

Monitors Temperature

Five major ways that shippers of perishable products benefit from a temperature monitoring service which provides a continuous record of in-transit temperatures is described in a new folder from Ryan Recording Thermometer Co. In the brochure, several important users of the control tell how they use it for an accurate record for periods up to 33 days.

Circle 69 on Card, Facing Page 55



New Warehouse Layouts

Effective warehouse layouts for small, medium, and large size grocery distributors aimed at erasing costs are described in a new report from the U. S. Dept. of Agriculture. Many basic systems are evaluated. Useful equipment is described, also.

Circle 70 on Card, Facing Page 55

Fork Truck Speed Control

A new catalog page from the Elwell-Parker Electric Co. details its new line of electric-powered fork trucks which feature a new speed control system. The system combines accurate inching with fast acceleration. Full power is attained even at slow speeds for safe starting on ramps. Precise inching gives accurate load positioning and smooth travel for safe high stacking. Models of 4000, 5000, and 6000 capacity are covered.

Circle 71 on Card, Facing Page 55

V For prompt service, use the postage-free postcard provided to obtain **FREE LITERATURE** and **NEW PRODUCT** information described in this issue. All material on these pages is **FREE** unless otherwise noted.

You Can Package Better

A new brochure from Colt Packaging Machinery Co. is full of cost-saving advice on how to get the most from corrugated packing and shipping containers. According to the literature, the necessary machine is designed for the packaging user who requires varying sizes and quantities of containers to meet his daily needs. The machine can tailor-make from 300 to 500 boxes per hour. And complete dimension change can be accomplished in 1½ minutes.

Circle 72 on Card, Facing Page 55

Pneumatic Materials Handling

How improved materials handling procedures have resulted when certain types of pneumatic equipment are arranged in selected combinations to supplement each other is discussed in a 12-page offering from Fuller Co. The booklet is a reprint of a speech delivered before the 1958 Materials Handling Conference of the American Society of Mechanical Engineers.

Circle 73 on Card, Facing Page 55

Warehouse Tour

Anyone who is interested in warehouse service, especially those available from United Warehouse Co., will enjoy looking through a new check-book-type brochure from that company. A bird's-eye view shows the warehouse and its relationship to rail and highway facilities. Following are photographs of the inside area.

Circle 74 on Card, Facing Page 55

Wire Rope Applications

Seven products of the Wire Rope Div. of Jones and Laughlin Steel Corp. are described in literature from the company. Center-fit wire rope, cable laid slings, manila rope, etc. are discussed. Proper application of the different products is stressed.

Circle 75 on Card, Facing Page 55

Literature from the Advertisements

Listed below are brief descriptions of catalogs, brochures, booklets and other literature offered by advertisers in this issue of **DISTRIBUTION AGE**. To get your copies of the items offered, simply circle the appropriate number on the Reader Service Card, facing Page 55.

Stevedoring Truck

Remove counterweight from Allis-Chalmers' new stevedoring truck to swing it easily from ship to dock. For new bulletin circle No. 8.

Essentials of Protection

Electric protection systems plus regular inspections balance your over-all safety insurance with ADT. This is discussed in new literature. Circle No. 3.

Fork-Lift Booklet

High-lift platform trucks and straddle stackers are featured in illustrated booklet from Automatic Transportation. There are 50 models. Circle No. 18.

Truck Caster Series

Heavy loads coast lightly and easily on Bond truck casters. See the whole series in new catalog. Circle No. 17.

Fork-Lift Truck Rentals

The Clark Rental Plan puts fork trucks in your plant without touching your working capital. Cost is usually less than savings. Find out why. Circle No. 77.

Multi-Duty Casters

Out of the 2000 types of Colson casters, several can fit your needs in light, medium, or heavy duty job areas. Circle No. 9.

Two-in-One Hand Truck

Dico combination box and bag truck has flip-type hinged nose plate. Truck weighs 74 lb., has 1200-lb capacity. Circle No. 14.

Snap, Lock Pallet Racks

There are no loose parts with adjustable pallet racks from Equipment Manufacturing Co. They snap in to lock, are simple to adjust, and can be quickly relocated. Complete catalog is available. Circle No. 5.

Tire & Wheel Analysis

The B. F. Goodrich analysis man is trained to pick the best tire buy for your money. Give him the opportunity and learn about traction-perfect pneumatic tires. Circle No. 6.

New Heavy Handlers

Hyster's Challenger 400 juggles 20-ton cargo containers with ease. It's one of many made for moving loads from one ton up. Send for heavy handling brochure. Circle No. 4.

Fork Truck Transmission

Mobil-Matic transmission by Lamson Mobilift is an easy-to-operate control for stand-up and sit-down trucks. Circle No. 7.

Center Line Steering

Lamson Mobilift's new center line steering offers the same ease of handling as power steering. Circle No. 11.

All-Welded Lift Truck Chassis

Every Lewis-Shepard chassis is arc-welded into a one-piece unit. It's one way to provide extra strength and ruggedness for your severest handling operation. Circle No. 2.

Multiple Unit Tractor

Powerful tractor from Lift Trucks, Inc., will pull one or multiple loads for you with speed, safety, and ease of operation. Send for latest bulletin. Circle No. 12.

Magnesium Dock Boards

Improve your dock operation, reduce loading costs with Magline's magnesium dock boards. New bulletin helps solve your dock problems. Circle No. 15.

Food, Tobacco via Trucker

McLean Trucking Co. has over 2000 units of equipment to ship your food and tobacco products into principal Eastern Seaboard and Midwest markets. Circle No. 19.

Line of Six Walkies

Don't pick a walkie for your handling needs until you see the latest line of six from Moto-Truc. Two general catalogs are offered. Circle No. 1.

Temperature Monitoring

Accurate, tamper-proof records of temperatures recorded in transit by Ryan help you protect merchandise and insure product quality. Circle No. 10.

Hydraulic Pallet Truck

Stokvis Multiton offers its hand-operated, three-stroke, 4½-in. lift pallet truck with leakproof hydraulics, pallet entry-exit rollers. Circle No. 16.

Inflatable Rubber Dunnage

Damage and cost claims vanish with U. S. Rubber's inflatable dunnage. It is returnable and reusable and cuts demurrage costs. Circle No. 13.

M-H Coordination Guide

The story of management techniques that coordinate materials handling, is available in a 56-page brochure issued by the Rapids-Standard Co., Inc. The brochure contains reprints of 18 articles that appeared throughout the last year. More than 100 photographs and diagrams illustrate the articles.

Circle 76 on Card, Facing Page 55

Complete Caster Catalog

Payson-Harris and Reed have a new 60-page caster catalog illustrating its complete array of caster and wheel product. Capacities range up to 15,000 lb. Several new items have been added. They are nylon ball casters, spring mounted casters, grooved wheels, pneumatic casters, and Eurathane compound wheels.

Circle 78 on Card, Facing Page 55

Special warehouse services

MOST executives are familiar with the basic services of public warehouses—storage, issuing of receipts to obtain loans, pool car distribution, and rental of showroom space.

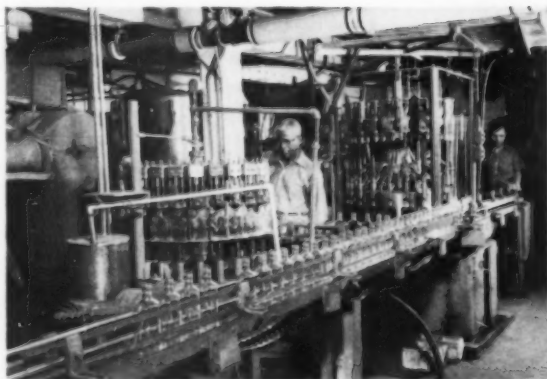
However, many shippers do not realize the many services which would make up a complete list.

To give the reader an idea of the services which can be developed to

meet his needs, DISTRIBUTION AGE took a close look at one warehouse. It showed operations far-removed from storage.

Centered in the New York metropolitan area, this company's location gives it a great opportunity for developing special services. Throughout the country other warehouses have these services as well as others not shown here. ●

LIQUOR BOTTLING



Bottling is one of the unusual services of warehouses. Lehigh bottles wine and liquor at the Dock Warehousing and Bottling Center, Inc., on the Brooklyn waterfront

COFFEE PROCESSING



Special facilities for coffee storage often are provided in coastal warehouses. In addition, this firm provides equipment for coffee cleaning and grading at Brooklyn

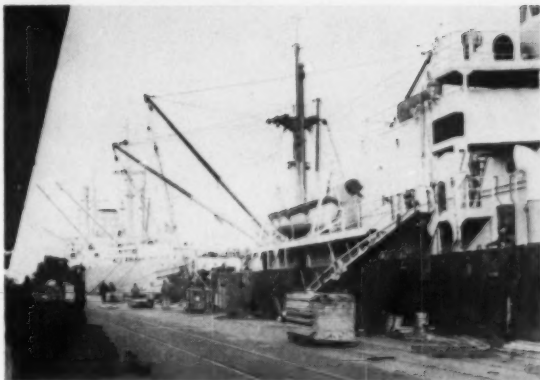


The Brooklyn center has facilities for handling light-erage and import-export shipments. The warehouse has 165,000 sq ft of storage space protected by sprinklers



Modern elevators, coupled with modern handling equipment, produce top output in many multi-story buildings. Central station burglar alarms protect stored goods

IMPORT-EXPORT



Many warehouses closely link their operations to foreign shipping. This company, for example, operates ocean facilities at Port Newark. Lumber ships are shown above

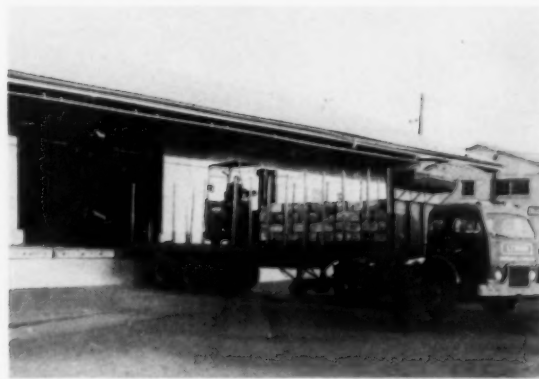
EXPORT PACKAGING



Inland shippers can have merchandise export packaged at coastal warehouses. Shown above in their export containers are dates from Iraq stored in the food warehouse

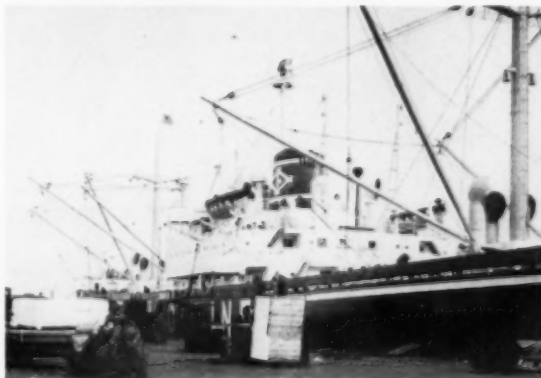


A wide variety of materials handling equipment speeds shipments through terminals such as Port Newark. Most warehouses are equipped to receive palletized goods



Public warehouses closely related to an industry or a product have trained supervisors who understand the problems of storing and handling the particular item

STEVEDORING



Stevedoring is another service which can be found in many warehouse operations. Lehigh Warehouse and Transportation Co. does this work through a division

LUMBER STORAGE

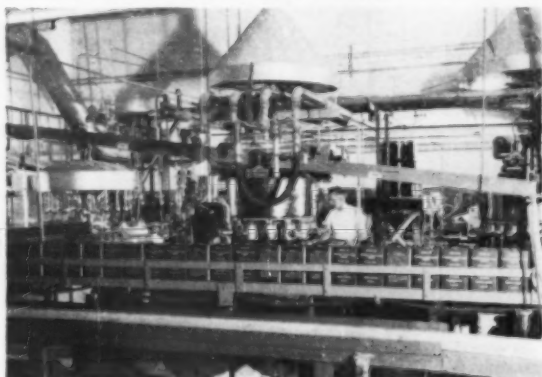


Special facilities develop where large quantities of one product move. This lumber area is at Port Newark
(Please Turn Page)

...Warehouse services

(Continued from Preceding Page)

CONSUMER PACKAGING



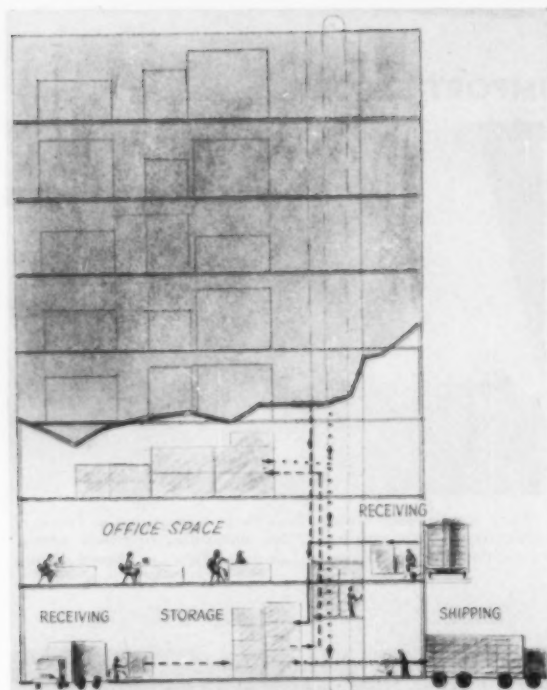
Consumer packaging—here the filling of cans with anti-freeze—permits shippers to take advantage of bulk shipping rates. Operation above is at Jersey City, N. J.



As a part of this service, a quality control laboratory is operated at Lackawanna Warehouse. Special chemical and hazardous commodity storage is offered by many



Jersey City warehouse is an excellent example of the type of modernization that keeps distribution centers up-to-date. This project is diagrammed at the right

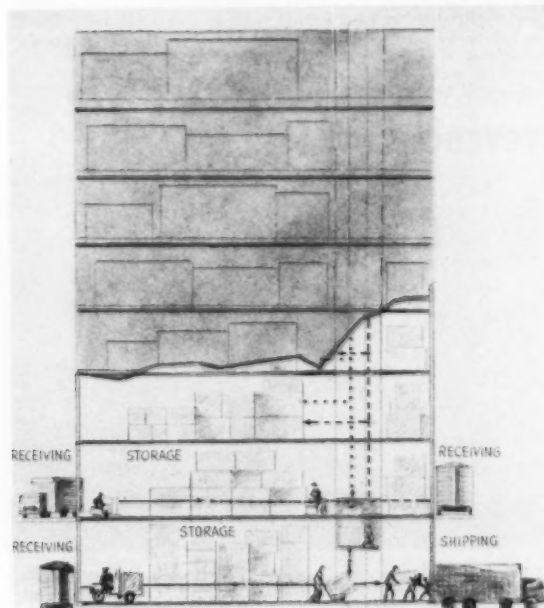


▲ BEFORE

The Lackawanna building was a traditional multi-story warehouse with a highway dock on one floor and its railroad siding on the second floor

▼ AFTER

With new truck dock on second floor and new siding on first, warehouse can spot 52 cars and 54 trailers. This warehouse is eight floors high



DELIVERY SERVICE



Delivery service is a basic operation of warehouses. However, types of equipment may vary. Most warehouses have trucks, trailers, and other equipment



Public teletype is widely used. For one customer, this warehouse has a private line. Orders are received in Newark, transmitted to Chicago for okay, then filled



Private rail sidings give the shipper the opportunity to ship in carload lots, store, and then reship in lot lots. This car is at the Frelinghuysen Ave. warehouse

TANK TERMINAL



A tank farm is an essential part of every large port. When managed by a public warehouse—an operation like the Bayonne terminal—drums may be filled

STORAGE IN TRANSIT



Storage-in-transit can mean more than stopoff storage. In facilities like the Lehigh-Horseheads Warehouse, fabrication, sorting, grading, and other work is done

AIR SERVICE



Among the most unusual functions of this firm is its air service. Planes are serviced and repaired at Newark Airport. Their owners have use of office facilities



Foreign shipping and the

By Roland L. Kramer

*Professor,
Commerce and Transportation,
University of Pennsylvania*

**Points of law, conference agreements, rate controls
affect the merchant marine and the TM's use of it**

WHEN WE deal with ocean shipping, we are concerned with a major segment of the merchant marine.

The U. S. merchant marine is divided into two chief parts—the domestic and the overseas or foreign. Most of the United States merchant marine is in foreign commerce.

In addition to operators who can run ships and seamen who can work on them, it involves an element in our national transportation and defense policy. There is no other branch of transportation that possesses this flag-draped aura.

In the Merchant Marine Act of 1936, our government makes it a policy to foster the development and encourage the maintenance of a merchant marine. Here is a review of the features of this policy.

1. The purpose is to provide for the national defense and for the development of the domestic and foreign waterborne commerce.

Anytime that problems arise, there always is a receptive ear in Congress because of national defense. Indeed, the merchant marine often is referred to as the fourth line of defense.

2. This merchant marine is to be large enough to carry all of the domestic waterborne commerce and a substantial portion of the foreign commerce of the U. S.

The word substantial generally is taken to mean at least one-half. However, we do not carry one-half of our foreign commerce because of foreign competition.

3. This substantial portion is to be sufficient to provide shipping

services on all essential routes at all times.

This raises the technical question of essential trade routes and also provides a definite tie-in with the subsidy program, also carried by the Merchant Marine Act of 1936.

4. It is to be owned and operated under the U. S. flag by citizens of the United States, as far as practicable.

This means private rather than government operation.

5. The ships are to be the best equipped, safest, and most suitable types constructed in this country.

This brings in the shipyards and leads to the subsidy policy for ship construction.

6. The ships are to be manned with a trained and efficient citizen personnel.

Training must be provided for young men who desire to follow the sea. The Merchant Marine Academy at King's Point, Staten Island, is a government training school for the merchant marine. The manning of ships is covered in the Shipping Act, of 1916. In general, this requires American seamen who can understand English. Also, it means accommodations that provide something akin to the American standard of living on board ship.

Prohibited Activities

Of more direct interest to the traffic manager is the business of the shipping industry and the law pertaining to it. Here are the basic prohibitions contained in the Shipping Act of 1916:



U.S. law



1. Deferred rebates (not to be confused with contract rates).

These are defined as a return of any portion of the freight charge by a carrier to any shipper as a consideration for the giving of all or any portion of his shipments to the same or any other carrier or for any other purpose. The rebate payment is deferred beyond the completion of the service for which it is paid and is made if, during both the period for which computed and the period of deferment, the shipper has complied with the terms of the agreement.

2. Fighting ships. This is the practice of designating one ship to cut rates and thus put a competitor out of business.

3. Retaliation against any shipper for patronizing another carrier or for filing complaints against this carrier.

Retaliation is defined as refusal or threat to refuse space accommodations or other forms of discrimination.

4. Making any unfair or unjustly discriminatory contract with any shipper based on the volume of freight offered. This also bans unfair treatment or unjust disadvantage. (Please Turn to Page 70)

FBA elects Smith president at 20th Annual Meeting

Industry gathering hears of record shipments up 11 per cent over last year, predictions of output doubling by 1975, closes with election

AT ITS 20th Annual Meeting, the Fibre Box Assn. elected Clarence F. Smith president.

He is first vice president of Inland Container Corp., Indianapolis, Ind. Charles T. Ingram, Jr., vice president-treasurer of Carolina Container Co., High Point, N. C., is the new vice president.

Association members who attended the two-day affair heard a long-range industry forecast by Peter W. Hoguet, president of the Econometric Institute. He predicted that demand for corrugated shipping containers will double within the next 15 years and will average 4.14 billion square feet per week by 1975.

Hoguet gave the post-war baby boom as the cause for the sharp rise in fibre box demand which will place the 1959 average 11 per cent above 1958 shipments with an average of 2.08 billion square feet a week.

The following executives of fibre box companies were elected to the Board of Directors: N. Albin, Triangle Container Corp.; J. N. Andrews, Packaging Corp. of America; S. S. Davis, The Corrugated Container Corp.; R. N. Hoerner, Hoerner Boxes, Inc.; C. H. Hutchins, Wabash Fibre Box Div., The Weston Paper and Mfg. Co.; J. G. Kain, Star Box and Printing Co.; D. R. Lepper, Stone Container



Clarence F. Smith
President

Corp.; R. D. Love, Love Box Co.; H. E. Miles, Container Corp. of America, and D. C. Shepard, Jr., Menasha Wooden Ware Corp.

Along with election of new directors, the following were re-elected as directors: M. R. Campbell, C. H. Carpenter, W. J. Cassady, Jr., R. E. Cole, G. B. Downing, P. B. Duffy, A. W. Dufrechou, L. R. Edwards, J. L. Gidwitz, R. M. Goldstein, J. T. Harrison, C. U. Harvey, C. T. Ingram, Jr., M. Jaffe, L. Mervin, A. E. Miller, L. R. Osburn, and P. F. Paul.

Also, D. H. Rous, J. W. Schifffenhaus, P. A. Schilling, A. W. Schulte, C. F. Smith, W. S. Snyder, N. H. Stone, L. F. Thompson, and R. A. Wilkins. ●

Galaspie elected ATC president; Lasher urges use of buying power

ATC members stirred to exert selfish interest for better transportation, club newspapers receive awards for excellence, clinic-type sessions stimulate club activities, officers elected at Convention

MEMBERS of the Associated Traffic Clubs of America attending the organization's 36th Annual Convention re-elected L. E. Galaspie as president.

Other officers elected were: Frank L. O'Neill, chairman of the Board; Eugene Landis, executive vice president; Dr. Edmund A. Nightingale, vice president-education and research; R. Paul Yellen, treasurer and assistant secretary; and Floyd C. Day, secretary.

Speaker Warns

Among those who addressed the two-day convention was General E. C. R. Lasher, president of North American Car Corp. Lasher warned that transportation costs are eating up from five to 20 per cent of the consumer's dollar, "and this, on top of higher U. S. labor costs, is what makes it possible for foreign products to compete."

The former chief of the Military Traffic Management Agency remarked that handicapped transportation could well place the U. S. in economic and military disaster. Greater economy and efficiency depend, Lasher said, upon adoption of a uniform container that can be shipped interchangeably by rail truck, water, and air followed by an end to barriers which prevent the various modes of transportation from offering integrated coordinated services.

"The necessary technology is

here, what we really need now is some agreement among the carriers, their unions, and the regulatory bodies . . . agreement on standards, rates, and areas of responsibility," he said.

Calling on traffic managers to exert their "selfish interest for more efficient, more economical transportation," Lasher concluded: Unless we begin moving in that direction soon, we shall find it increasingly difficult to compete with our friends abroad.

"The advantages made by our industrial technology will be nullified by retarded transportation. Our military establishment will not have the smoothly organized system it needs to move the men and the material vital to our defense."

Other speakers during the various sessions were Ivy Baker Priest, treasurer of the U. S., and Alex Dreier, NBC newscaster.

Club Clinic

A traffic club clinic was one of the features of this year's gathering. The necessity for member clubs' action in educational matters was discussed by Dr. E. A. Nightingale. And time was allotted daily for visits to the ATC's second annual trade show which this year represented 15 exhibitors.

Returning to first place in the ATC publication contest was the Traffic Club of Kansas City's "Traffic Club News." A monthly,

the magazine is edited by Michael F. McClain. Other contest winners were the Transportation Club of Milwaukee, Oakland Traffic Club, and the Women's Traffic Club of Greater Kansas City.

Three newly-elected regional vice presidents are: K. C. Batchelder, North Pacific region; Lee Cisneros, New England region; and Henry A. Kruse, Jr., Middle Atlantic region. Directors elected to serve until 1962 are John P. Leydon, Boston; H. H. Meyer, New York; Miss Mollie Moore, New York; William Fayle, Burlington, N. C.; Burton Kinney, Atlanta, Ga.; W. J. Brennan, Cleveland, Ohio; H. F. Easterling, West Monroe, La.; H. A. Peterson, St. Paul, Minn.; R. R. Wages, Omaha, Neb.; and Jack C. Sutherland, Oakland, Calif.

Committee Reports

Reports presented by various ATC officials gave an over-all view of the Club's activities during the past year. Eugene J. Dean reported for the Nominating Committee and a report on the activities of the National Transportation Week Committee was read by E. F. Hamm, Jr., chairman. Report of the Trustees of the ATC Foundation was delivered by its chairman, L. A. Pomeroy, Jr.

A. W. Greene, chairman of the Public Relations Committee; A. L. Peterson, chairman, Membership
(Please Turn to Page 72)

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NEW YORK, N. Y.

The associated traffic bureau . . .

(Continued from Page 45)

in bureau service that has developed in recent years.

Usually included in the retainer service will be various clerical services desired by the client such as manifesting, and bill of lading match-up.

Also included is the client's privilege of consultation by telephone on day-to-day problems. This is the area in which the bureau has the greatest opportunity to educate the client in the value of traffic management.

Many bureaus will watch rate proposals and regulatory commission hearings for possible action that may affect their clients. Specific action in connection with these proposals may be included in a retainer contract.

There is no limit to the traffic management jobs that can be done for clients other than the limits inherent in traffic management. Each client will be served according to his needs. Fees will vary

from as little as \$5 to as much as \$1000 per month.

Freight Rate Negotiation

Most bureaus will negotiate with carriers and tariff agencies for rate and classification adjustments. For some, this is a major source of revenue. However, most bureaus will perform the service only occasionally as a special service or as part of a contract.

The most striking characteristic of this service is the variation in the time that can be spent in processing rate applications. It can range from a casual conversation with a motor carrier representative to a full-scale study involving market research, rate histories, court decisions, etc.

Commission Pleadings

Many bureaus will participate in ICC or state commission pleadings. In a recent survey, 82 per cent of
(Please Turn Page)



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The associated traffic bureau . . .

(Continued from Preceding Page)

the responding firms stated that one or more ICC practitioners were on their staffs. However, only 11 per cent stated that activity before regulatory bodies was a major source of revenue.

Five of the answering bureaus stated that they were either operated by attorneys, or had one or more on their staffs. For three of these firms, legal work was the main function of the firm.

Special Projects

Special projects take any form suggested by a client's problem. They can range from the preparation of descriptions to be used on preprinted bills of lading to a full-scale survey of traffic management procedures.

From a total traffic management standpoint, the most important special projects performed by bureaus are plant surveys and assistance in plant location.

Plant surveys can consist of a half-day visit and a guided tour of the plant. On the other hand they can consist of a complete study of the plant's operating procedure in relation to the existing and proposed traffic management.

There are very few bureaus with personnel qualified to conduct a comprehensive plant survey. In addition to its personnel to study tariffs, it must have experts on production, accounting, materials handling, packaging, plant layout, inventory control, and even time and motion study. This will, of course, include knowledge that is outside the realm of nearly every bureau. But the bureau must know where the knowledge can be obtained and how to use it.

In selecting locations for branch plants or warehouses, the bureau must weigh raw material proximity and labor against transportation costs.

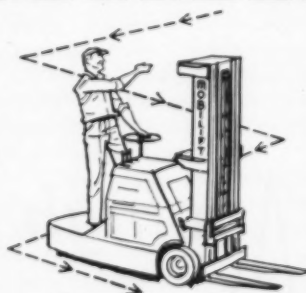
Clients of Bureaus

Industries that pay an annual freight bill of \$10,000 or more are the chief source of clientele. The larger firms that maintain fully-equipped traffic departments will, as previously stated, employ post-audit services. However, the use of other services is not felt to be necessary.

The presence or absence of a TM or a traffic department is not a controlling factor. The qualifications of the traffic manager and the traffic department budget may create a need for outside help.

The employment of a traffic service bureau does not necessarily indicate a lack in the qualifications of the traffic manager. One well-qualified southern California TM feels that the operation of his firm does not justify the maintenance of a file of tariffs and the employment of a rate clerk. He is too occupied with the co-ordinating and co-operative functions of traffic management to spend time on many of the other details of traffic. Rather than increasing his budget, he employs a traffic bureau.

Another reason for having both



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a traffic department and an outside bureau is that the latter handles transportation problems for several dozen firms. Experience gained while dealing with one company may produce savings for the others. Also, the bureau will have a broader knowledge of traffic than the department which concentrates on day-to-day problems.

The chief problems of traffic service bureaus are the problems of traffic management generally: the necessity of making the public aware of the value of traffic management, the training of competent traffic men, and the raising of ethical standards of traffic men.

Traffic consultants and traffic managers are seeking ways and means of lifting themselves by their bootstraps.

Traffic service bureaus and traffic departments are growing in quality. With increasing educational activity, and increasing effective activity on the part of those traffic clubs that are more than social organizations, traffic men are gaining new importance in industry. ● (Resume Reading on Page 46)

Rubber Expansion Joints



These newly developed rubber expansion joints have been installed on an experimental section of the Baltimore-Harrisburg Expressway near Hereford, Md. Manufactured by B. F. Goodrich Co., the joints are designed to eliminate rhythmic road shock where concrete slabs meet. Like the bellows of an accordion, the joints remain level with road surfaces regardless of expansion or contraction motions of highways or bridges due to temperature changes. The Expressway installation is the first highway use of the rubber expansion joint.



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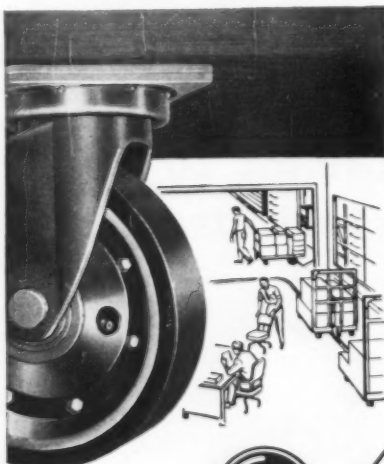
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... Distribution management

(Continued from Page 49)

will depend absolutely on the service requirements and the cost."

Nash expressed his belief that all public policy should be based on providing the maximum opportunity for economic choice. Elaborating on that point he said, "technically and physically such choice is possible today in transportation. It is up to us as citizens and as private shippers or as public officials to work for a more suitable framework for transportation policy."

"Common carriers, public promotion, in fact all phases of transportation policy should be based on economics, considering every aspect of economic choice."

The next panel session concerned the common carriers' critical part in physical distribution. First panel member to address the conference was **Owen Clarke**. He is vice president of the Chesapeake and Ohio Railway Co.

Clarke told the assembly that railroading has not adapted itself from the monopolistic to the competitive facts of industrial life as quickly as it should have. "But," he said, "the change of life is under way—and in the process, rail service to shippers is being profoundly affected for the better."

On rail rates, Clarke had this to say: "the restructuring of all the thousands of rail rates to more competitive levels is a titanic job. It must of necessity be done slowly and painstakingly because of the peculiar nature of a regulated industry."

Calling piggy-back and containerization "manifestations of an unmistakable trend," Clarke said that "it is a trend that illustrates better than words a new determination within the railroad industry to perform our basic transportation function more fully and more effectively than ever before."

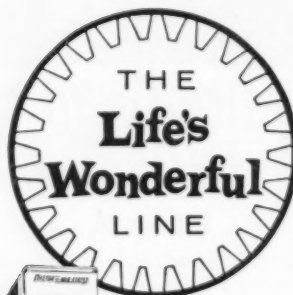
He admitted that the railroads may even have to abolish some crowded and inefficient metropolitan yards and terminals. Clarke said that duplicate road and terminal facilities have become "luxuries the industry can no longer afford." He feels that more mergers must occur, "it's all part of an inevitable trend."

Explaining the air carrier's part in the total distribution picture was **Samuel C. Dunlap**, vice president-cargo, American Airlines, Inc.

He enumerated the equipment totaling \$2 billion which the industry has on order and explained that another billion dollar order was very probable. Speaking of competition, Dunlap expressed the belief that "we are now entering a buyer's market and the business is going to go to the carrier which gives the best service."

President of Federal Barge Lines, Inc., **Capt. A. C. Ingersoll, Jr.**, told the conference that the widespread awareness of this new force, barge traffic, in our econ-

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omy is evident in the 2808 water-side locations where new plants were built or old ones expanded to use water transportation since 1952.

Ingersoll claimed that "there is no commodity moving by any other form of transportation for which a satisfactory barge cannot . . . be designed." He expects the continuing development of new special-purpose barges.

In his mention of necessary improvements, Ingersoll included more interchange of towing services and barges between various barge lines and intercompany coordination of dispatching to decrease the time a barge is occupied by any one shipment.

He predicted that the role of barge transportation will be as the heavy hauler for industry and that barge transportation will be the foundation of the development of heavy industry in the Mississippi Valley and along the Gulf Coast.

Next to address the meeting was **Gen. Paul F. Yount**. He is executive vice president of Consolidated Freightways, Inc.

Yount stressed that containerization goes hand-in-hand with "what is probably the most important development in transportation today—the use of several different modes in getting a piece of cargo to its destination."

"Each mode of transportation has its own inherent advantage to offer," he said, "each does something better than any other mode. Thus a combination of several modes is often the best answer to the most efficient movement of a given shipment. This combination or coordinated transportation is the biggest single step toward solving . . . distribution problems."

Being able to send anything anywhere in the world on one bill of lading, Yount feels, "is the ultimate prospect of coordinated transportation—provided that cooperation between carriers and between modes becomes widespread, provided that the industry achieves standardization to make rapid interchange possible, and provided high levels of both cooperation and competition are maintained."

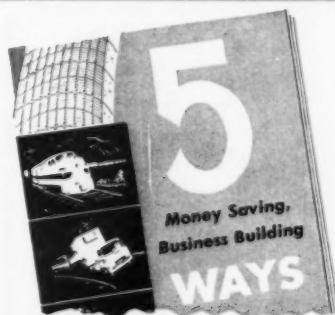
Three case studies involving new methods of reducing distribu-

tion costs were presented next. **Wilford H. Gribble**, director of distribution for The Pillsbury Co.,



was the first speaker. Detailing his company's operations, Gribble explained that four years ago a study of the firm's distribution system was made.

It was found that "we had drifted into the warehouse business and it was not a good fit, that is, manufacturing and warehousing under the same roof." Recommendations included a functional distinction between manufacturing and distribution with the break to occur at the end of (Please Turn Page)



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... Distribution management

(Continued from Preceding Page)

the packing line and consolidation of paperwork to make possible the use of data processing equipment.

Some of the changes made were substantial, such as the establishment of regional distribution warehouses closer to important markets and the creation of a specific shipping point for each customer and mechanize all paperwork. The program was implemented by a policy of decentralization which at Pillsbury means "the placement of action authority and accountability closest to the place where the greatest number of important, timely facts exist."

In a prediction, Gribble said that "perhaps the public warehouse of the future will provide a joint service to manufacturer and wholesaler that will prevent what otherwise may be a pyramiding of distribution costs."

Concentrating on electronic data processing systems was

Jerome P. Shuchter, director of market research for Federal Pa-



cific Electric Co. He told the conference that in the case of his company, "the distribution process... took a back seat."

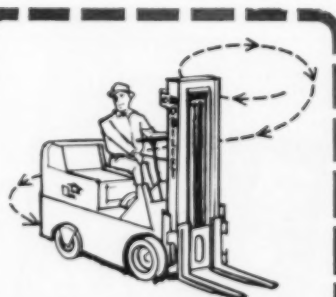
But a change was inevitable as "the needs of the vast market form a shifting kaleidoscope of demand which requires more than part-time attention. We have... reverted to methods which duplicate clerical methods commonly used. Some day later, when stock rotation approaches efficiency, we will introduce more sophisticated concepts for machine handling."

Finding a flaw in edp, Shuchter said that "one of the problems of mechanical methods is that raw material for human judgment moves out of sight into holes in punched cards...."

"My point is not that perspective should be eliminated, but that it should be programmed."



Explaining the many problems in the area of product distribution at Burroughs Corp. and how they were corrected was Thomas



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W. Kimmerly, general traffic manager.

Kimmerly mentioned his company's problems with packaging and how the introduction of a corporate packaging committee with the general traffic manager as chairman found a very suitable solution. Aside from that committee which still functions today, a corporate traffic manual was developed to sell the importance of transportation to all levels of operating management.

The manual consists of sections on policy and organization, rate structure trends and controls, packaging, administrative practices, general traffic bulletins, and divisional transportation bulletins. It is the aim of the general traffic division to make at least one transportation audit of each operating division annually.

Referring to the manual, Kimmerly said it "has proved to be an effective tool for getting the various operating divisions to pick up the ball we want them to use."

A case study in customer service disclosed that transit time consumed less than six per cent of the time lapse between the date of the order and the date the merchandise was received by the consignees. By eliminating delays in paper handling and other filling, service was improved and costs returned to normal.

The final speaker was A. W. Greene, editor of DISTRIBUTION AGE. Greene made several predictions covering the full scope of distribution. By 1965 he predicts, "every trunk line and many local carriers will be offering all-cargo service. The number of scheduled all-cargo flights will be twice that of the latter '50s."

Also, Greene sees the commercial debut of the new science of rocketry to solve crowded traffic conditions at airports. Low-powered units, jet-synchronized, will place a plane at top cruising altitude in less than a minute, take offs will be from 15-deg inclined ramps. Loaded cargo planes will land, disconnect fuselage, pick up

a loaded one, and be airborne in 15 minutes.

Despite long-time pressures for government acquisition, there will be toll roads, lots of them. Heavy truck lanes will be added. Some in the center, some at the sides. A new power plant, gas turbine, will be introduced. Heat exchangers and the 98-ft length of the double bottom rigs will make it feasible.



Large containers will be lifted off incoming trailers by overhead cranes. They will be whisked across the platform and onto a waiting chassis with the same code number as the container. •

(Resume Reading on Page 49)

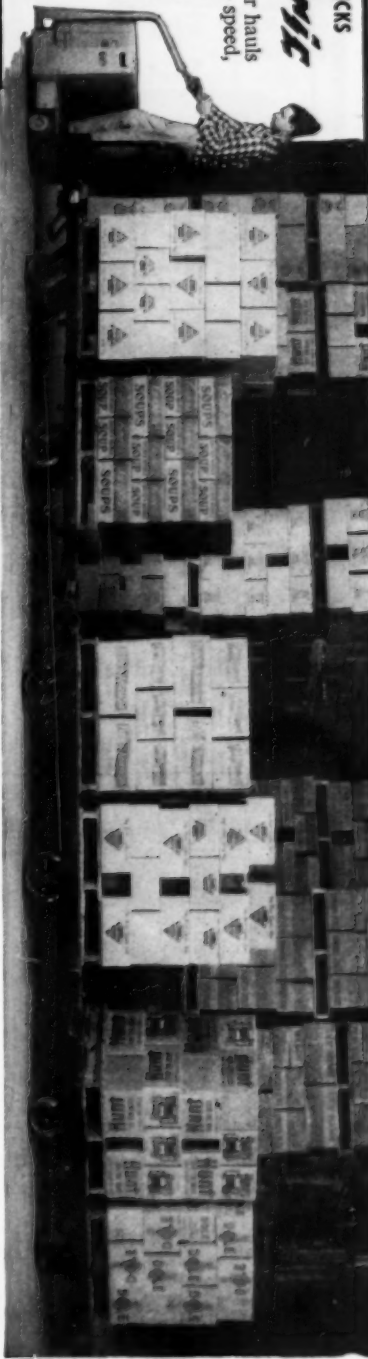
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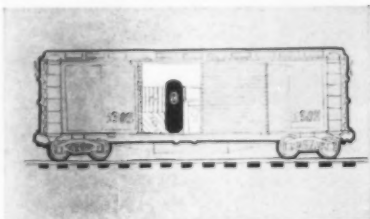
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Foreign shipping . . .

(Continued from Page 61)

crimination against any shipper in the matter of cargo space accommodations or other facilities, the loading and landing of freight in proper condition or, the adjustment or settlement of claims.

5. Making or giving any undue or unreasonable preference or advantage to any particular person, locality, or description of traffic in any respect whatsoever.

This provision is also expressed in the negative; i.e., not to subject any person, etc., to undue or unreasonable prejudice or disadvantage.

6. Allowing any person to obtain transportation at less than the regular rates by means of false billing, false classification, or false weighing.

7. Inducing or influencing any marine insurance company or underwriter not to give a competing carrier as favorable a rate of insurance on vessel or cargo as that granted to such carrier or person.

Conference Agreements

This is what the law—Shipping Act of 1916—has to say about steamship conference agreements:

Every agreement must be filed with the Federal Maritime Board if it provides for fixing or regulating transportation rates and fares; giving or receiving special rates, accommodations or other special privileges or advantages; controlling, regulating, preventing, or destroying competition; pooling or apportioning earnings, losses, or traffic; allotting ports or restricting or otherwise regulating the number and character of sailings between ports; limiting or regulating in any way the volume or character of freight or passenger traffic to be carried; or in any other manner providing for an exclusive, differential or cooperative working arrangement.

These are the things that steamship conferences apparently are to do. If any such agreements are found to be unjustly discriminatory or unfair in any way, they are to be disapproved, cancelled or modi-

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to the
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NORWALK
ALL THE
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fied by the FMB. If such agreements are found not to result in these conditions, the FMB is directed to approve them.

If the traffic manager thinks that ocean carriers are the same as land carriers when it comes to the question of liability to the shipper, he is badly mistaken.

The liability of ocean carriers is clearly stated in the old Harter Act of 1893 and, later, by the Carriage of Goods by Sea Act of 1936. The back of a long form ocean bill of lading, in fine print, is where the carrier spells out his liability. This is based upon the acts cited. The heart of this legislation is that the owner of a vessel is to exercise due diligence to properly equip, man, provision, and outfit the vessel.

This is his first responsibility.

Having done this he is not responsible for any loss or damage resulting from faults or errors of navigation or management of the vessel. The Carriage of Goods by Sea Act of 1936 spells out this provision of the 1893 Harter Act

in these words: "there is no responsibility for loss or damage resulting from an act, neglect or default of the master, mariner, pilot or servants of the carrier in the navigation or in the management of the ship."

The traffic manager is quite familiar with exceptions from liability due to acts of God, public enemy, strikes, riots, fire, etc. But does he see that the navigation of a ship does not entail any responsibility for any error or mismanagement just as long as the ship was properly equipped and due diligence in doing so was exercised? Is it clear why marine insurance is a thriving business?

The shipping laws also have something to say to the shipper. He is prohibited from attempting to obtain water transportation at less than the rates and charges otherwise applicable by means of false billing, false classification, false weights, or by any other unfair or unjust device.

This subject is set forth in the Act of 1916. The traffic manager

should never confuse the ICC with the FMB. The law states:

On the negative side, the law declares that no rate, or charge, or fare may be unjustly discriminatory between shippers or ports or unjustly prejudicial to exporters of the United States as compared with those of foreign competitors. The FMB can order a discontinuance of such discrimination.

On the positive side, the law states that every carrier shall establish and enforce just and reasonable regulations and practices with respect to the receiving, handling, storing, or delivering of property. This includes classifications and tariffs. The FMB may challenge any practice that violates this dictum and may "determine, prescribe, and order" a just and reasonable maximum rate or charge.

Maximum rates are to be filed with the FMB and no charge greater than these is to be made. Although not stated in the law, rates must be filed 30 days after they have become effective. ●

(Resume Reading on Page 61)

DOUBLE DUTY! "TWO-IN-ONE" TRUCK

COMBINATION BOX & BAG TRUCK

SAVE

Model
72 RB

HINGED NOSE
PLATE FLIPS
DOWN FOR
BAGS



1200 lb.
Capacity
Weighs Only
74 lbs.
22" Frame Width

NOSE PLATE
FLIPS BACK
FOR BOXES, ETC.

WANTED!

Aggressive stocking distributors
for the modern line of DICO Hand
Trucks, Barrel-Handling Equip-
ment and Industrial Wheels.

214 S. W. 16th St., Des Moines 5, Iowa



DICO

Circle No. 14 on Card, Facing Page 55, for more information

NOVEMBER 1959

COMING OR GOING

MAGLINER DOCK BOARDS

IMPROVE ANY DOCK OPERATION!

Send today for Magliner's new bulletin, "Difficult Dock Problems and How To Solve Them,"—an experience-packed guide that shows you how Magliner Magnesium Dock Boards improve any dock operation . . . speed loading . . . reduce loading costs!

Send Bulletin DB-204



Name _____
Company _____
Address _____
City _____ Zone _____ State _____
MAGLINER INC., P. O. Box 1011, Pinconning, Michigan

Circle No. 15 on Card, Facing Page 55, for more information

MULTITON gives you
PALLET TRUCK

SUPERIOR QUALITY

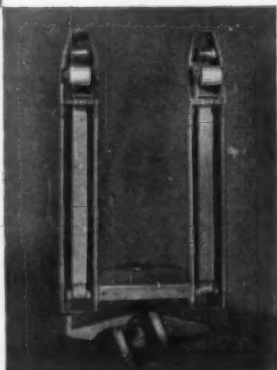


UP FRONT

- Patented leakproof hydraulics with overload and overflow valves
- Hard-chrome plated pistons in honed cylinders
- Precision-machined oil lines—no pipes, no tubings, no packings
- Magnetic oil filter

DOWN UNDER

- Box-section type push rods
 - Taper roller bearings on load rollers
 - Torsion-proof hardened joints
 - Effortless operation through pallet entry & exit rollers



OVER-ALL

- Hand-operated $4\frac{1}{2}$ " lift in only 3 strokes
- Constant lowering speed regardless of load
- All valves easily accessible from outside
- Low tapered forks for maximum clearance

Full 6 months warranty

MULTITON FULLY HYDRAULIC
PALLET TRUCK
Still only \$358



Capacities: 2200, 2500, 4400 lbs.
Skid adaptors and/or brake optional. Available in all standard fork lengths with full variety of wheels to fit every requirement. Write for full information.

STOKVIS MULTITON CORP.

Dept DA-11, 18 Secatoag Ave.
Port Washington, N. Y.

Circle No. 16 on Card, Facing Page 55, for more information

Galaspie . . .

(Continued from Page 62)

Committee; and Chairman J. J. Drap of the Sustaining Membership Committee, also addressed the general meeting. Other chairmen who reported for their committees were: E. L. Schroeder, Club Publications Committee, and Dr. E. A. Nightingale, Education and Research Committee.

Greene announced that entries in this year's essay contest must be submitted no later than Dec. 31, 1959, to him at DISTRIBUTION AGE, 56th and Chestnut Sts., Philadelphia 39, Pa. The contest title is "Would You Favor a System of Joint Rates and Services Between All Forms of Transportation?"

The essay may be handled from either the positive or negative side, but whichever side is chosen, the writer must point out all advantages if it be the positive side or disadvantages if it be the negative side. He must explain how such a system might be workable or what problems might arise. •

(Resume Reading on Page 73)



Heavy loads are
light and easy

on **Bond**
TRUCK CASTERS



40-A Series Double Ball Race Structural Steel Swivel Caster—tough and durable for heavy loads. Also 40-A-MH and 40-A-H Series.



41-A Series (also 41-A-MH and 41-A-H) Structural Steel Rigid Caster.

36-A Series Double Ball Race Semi-Steel Swivel Caster.



1-A Series Semi-Steel Rigid Caster.



THERE'S nothing slow-moving about Bond Truck Casters! On the contrary, they make the heaviest loads light and easy for fast, efficient material handling.

Ask your nearby distributor for Bond built-for-the-job Casters or write for your free copy of Bond Catalog K-40A.

BOND FOUNDRY & MACHINE COMPANY
308 Penn Street
MANHEIM, PENNSYLVANIA

Circle No. 17 on Card, Facing Page 55, for more information

DISTRIBUTION AGE



By Leo T. Parker
Legal Consultant,
Distribution Age

WITHIN THE LAW

Transportation

Does placing a seal on a car by a carrier's employe result in legal possession by the carrier?

In the late case of *W— Co. v. O— Co.*, 298 Pac. 371, the higher court held that placing a seal upon a car by a carrier's employe, results in legal possession of the goods therein by the carrier, although no bill of lading was issued and loading of the car was to be completed the following day by the shipper.

The facts of this case are that a shipper requested a carrier to spot a freight car in its yard for the purpose of loading a carload of merchandise.

The shipper commenced loading the merchandise for shipment but before the car was completely loaded, and upon the approach of nightfall, the carrier's station agent refused to permit the shipper to completely load the car.

He sealed the partially loaded car with a small and fragile seal of tin or lead and then requested the shipper to finish the loading of the car the next day.

During the night the car was broken into and a considerable portion of the valuable merchandise was stolen. The carrier refused to pay the value of the stolen goods, on the ground that it was not liable because at the time the theft occurred the car was not completely loaded, and no bill of lading was issued.

The higher court held the carrier liable and said:

"At the time of the theft, the station agent had not issued or undertaken to issue any bill of lading.

"Upon this evidence, appellant (carrier) contends that there was no bailment; and, though there had been, due care was exercised. . . .

"Applying the test that, to effect a bailment, there must be a delivery and a subsequent exclusion of the bailor's possession, what could be

clearer under these facts than that respondent (shipper) was not only out of possession . . . There had been no such final delivery to appellant (carrier) under a bill of lading or otherwise as would have constituted it an insurer, but it had exclusive possession of the merchandise behind seals that respondent (shipper), notwithstanding its ownership, had no right to break."

What condition regulates the ability of a state to tax a carrier passing through it?

If the tax money is used for highway improvements or police protection can these carriers be taxed.

For illustration, in *F— T— L—, inc. v. The State Board of Tax Appeals*, 327 Pac. (2d) 836, a

higher court was called upon to answer this question: Is a state law valid and enforceable which taxes interstate common carriers without clearly providing that the tax money must be used for highway improvements and repairs?

The court held such a tax law is invalid.

Can a state tax merchandise which is being shipped through a certain state?

The higher courts have consistently held that a state cannot tax merchandise or products shipped in interstate commerce, unless the merchandise is stopped in the state without necessity.

For example, in *W— v. J— Co.*, 63 S. C. R. 332, the U. S. Supreme Court held that a "pause" or "temporary" stop of goods in a state does not ordinarily change the interstate commerce character of the shipment. However, where the testimony shows that the merchandise is stored and later sold to purchasers in the state, the state authorities may tax it.

Also, see *H— v. C—*, 63, S. C. R. 337. Here the Supreme Court held that where merchandise is shipped from outside the state and stored in a warehouse for subsequent sales, the shipper is engaged in intrastate commerce. Therefore the merchandise is subject to state taxation.

Other courts have held that if merchandise is stopped in transit for sorting or distribution the state may tax it.

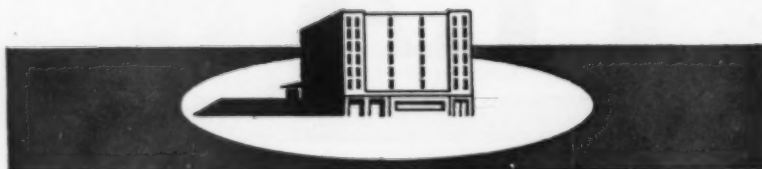
This is so because the courts hold that an interstate shipment stopped in transit for a definite and unnecessary purpose automatically becomes an intrastate shipment. On the other hand, if the goods are stopped by necessity, as because of a flood, lack of cars, or transportation facilities, or due to a strike, or by government order, the state cannot tax them because they remain an interstate shipment.

Precision Truck Wheels



A new through-welding process in use by Firestone Tire and Rubber Co. enables the mass production of precision heavy-duty truck wheels. Until now, the rim and disc have usually been united by riveting or spot welding.

Warehouse SPOTLIGHT



NYSWA Elects Irmisch

Louis W. Irmisch was re-elected president of the New York State Warehousemen's Assn. at the group's Annual Convention, recently. Other officers include Louis C. Schramm, general vice president; Philip H. Stetler, merchandise vice president; Michael A. Maffucci, household goods vice president; and Edward J. Costich, secretary-treasurer.

New AWA Charter Members

The American Warehousemen's Assn. reports that four companies should be added to the list of AWA charter members published in the October issue of *DISTRIBUTION AGE*. They are Importers Warehouse Co., Chicago, Ill.; Columbus Storage and Transfer Co., Columbus, Ohio; Montgomery Warehouses, New Orleans, La.; and Central Warehouses, Milwaukee, Wis.

Warehouse Briefs

The Indemnity Insurance Co. of North America, a company which has underwritten a good deal of the warehousemen's legal liability coverage in the U. S., will no longer provide the coverage. No new policies will be written; existing policies will not be renewed. On request, the American Warehousemen's Assn. will provide the names of persons to contact who currently offer this type of coverage.

Construction of an addition to its present plant has begun at **Empire Cold Storage Co., Ltd.**, Montreal, Canada. It will add 210,000 cu ft of cold storage space and an additional 120,000 cu ft of cooler space.

Suddath of Savannah, Inc., has opened its new 200,000 cu ft fireproof warehouse at 5003 Liberty Parkway, Savannah, Ga.

Five new agents and six branches have been added to the **Allied Van Lines** roster. They are **Cowan's Furniture, Moving and Storage**, Porterville, Calif.; **Robert Sentineal Moving & Storage**, Niagara Falls, Ont.; **Stanton and Son, Rawlins, Wyo.**; **Security Packers & Storage Co.**, Havana, Cuba; and **Snyder Transfer & Storage**, Wickenburg, Ariz. New Allied

branches are **Hagen and Smith**, San Rafael, Calif.; **Joe the Mover**, Port Arthur, Tex.; **Atlantic-Pacific Van & Storage, Inc.**, Myrtle Beach, S. C.; **Frost Moving & Storage**, Ishpeming, Mich.; **Eads Transfer & Storage**, Klamath Falls, Ore.; and **Redford Moving & Storage Co.**, Plymouth, Mich.

Government agencies, reports the **National Assn. of Refrigerated Warehouses**, have begun to evaluate their commercial-industrial activities such as warehousing in order to eliminate those activities which can be discontinued. The notice originated at the **Bureau of the Budget**.

Edward F. Gaston, president of **American District Telegraph Co.**, was honored recently by business associates and friends in the electric protection industry at a luncheon in commemoration of his fifty years with the nationwide ADT organization.

Shippers Warehouse Co., Inc., will occupy a major portion of the second floor of the 19th and **Allegheny Industrial Center**, Philadelphia.

Construction is well begun on a 120,000 sq ft building for the **Overmyer Warehouse Co.**, in Tampa, Fla.

Congress Passes S.2524 With Industry Approval

Congress has passed Senate Bill 2524. It restricts the power of states to impose net income taxes on income which is derived from interstate commerce.

The bill requires complete studies by Congress of state taxation of interstate commerce and governmental taxation problems. As passed, the bill is more effective than that originally proposed.

In its final form, the bill included the wording supported by the **American Warehousemen's Assn.**, **National Assn. Refrigerated Warehouses**, and the **AWA-Merchandise Div.**

—DA—

Burkett to Head SW&TA

At the 42nd Annual Convention of the **Southwest Warehouse and Transfer Assn., Inc.**, **C. W. Burkett** was elected president. **Lee Crocker** is the new first vice president; **Ben B. Johnston, Jr.**, second vice president; **Robert F. Cairns**, treasurer; **Jack Trigg**, vice president—**Arkansas**; **Joe Herndon**, vice president—**Oklahoma**; **E. E. Higginbotham**, vice president — **New Mexico**; **James C. McClure**, vice president—**Louisiana**; and **Don C. Gillis**, vice president—**Texas**.

—DA—

Prosser MWA President

The **Missouri Warehousemen's Assn.** elected **Horace A. Prosser** president at the association's Annual Meeting. Other officers elected were: **Joseph C. Gleeson**, general vice president; **Sam Barner**, general secretary-treasurer; **John E. Drury**, president — **Merchandise Div.**; **Mrs. Jo Ann Daniel**, vice president — **Merchandise Div.**; **George Paul**, secretary-treasurer—**Merchandise Div.**; **Joseph Mrazek**, president—**Household Div.**; **Sam C. Thomas**, vice president—**Household Div.**; and **Sam Barber**, secretary treasurer—**Household Div.**

(Please Turn to Page 98)

Warehouse Directory

Listed below are approximately 300 public warehouses whose services are advertised in this issue of DISTRIBUTION AGE. The listing is alphabetical by city and state. Included are general merchandise warehouses, refrigerated warehouses, and household goods warehouses. Also listed are a number of national warehouse sales organizations.

Additional information on the services and facilities of particular warehouses shown in the listing can be obtained by turning to the advertisements on the following pages. Generally the advertisements appear in the same geographical, alphabetical sequence as the listings below. Still more information can be had by writing directly to the warehouse.

ALABAMA

Birmingham
American Tfr. & Whse. Co., Inc.
Doc's Tfr. & Warehouse, Inc.
Harris Warehouse Co.
Strickland Tfr. & Whse. Co.
Dothan
Security Bonded Whse.

ARIZONA

Phoenix
B-Z-Bee Transp'n. & Whse. Co.
Lightning Mvg. & Whse.

ARKANSAS

Little Rock
Terminal Warehouse Co.

CALIFORNIA

Los Angeles
Bekins Warehousing Corp.
California Warehouse Co.
Central Term. Whse. Co.
Davies Warehouse Co.
Lyon Van & Storage Co.
Overland Term. Warehouse Co.
Pacific Coast Term. Whse. Co.
Pacific Commercial Whse., Inc.
Star Truck & Whse. Co.
Union Terminal Warehouse
Oakland
Howard Terminal
San Diego
Lyon Van & Storage Co.
San Francisco
San Francisco Whse. Co.
San Leandro
Blankenship Warehouse Co.

COLORADO

Colorado Springs
Welcker Tfr. & Stge. Co.
Denver
Alpine State Warehouse
Larsen Tfr. & Stge. Co.
North Denver Tfr. & Stge.
Welcker Tfr. & Stge. Co.
Pueblo
Burch Whse. & Tfr. Co., Inc.
Welcker Tfr. & Stge. Co.

CONNECTICUT

Hartford
George E. Dewey & Co.
Hartford Despatch & Whse.
Co., Inc.
New Haven
Atlantic Bonded Whse. Corp.
Smedley Company

DELAWARE

Dover
Delmarva Whses., Inc.

DISTRICT OF COLUMBIA

Washington
Commercial Storage Co.
Davidson Tfr. & Storage Co.
Kane Warehouse Company
Terminal Stge. Co. of Wash.

FLORIDA

Jacksonville
Jacksonville Warehouse Co.

Laney & Duke Stge. Whse. Co., Inc.
M & M Term'l. Whse. Company
Peninsular Whse. Company
Union Terminal Whse. Co.

Miami

Colonial Warehouse, Inc.
International Bonded Whse. Corp.
Ryder Bonded Warehouse
Santini Bros., Inc.

GEORGIA

Atlanta
American Bonded Whse.
Coweta Bonded Warehouse
Savannah
Savannah Bonded Whse. & Tfr. Co.

HAWAII

Honolulu
City Transfer Co., Ltd.
H C & D Mvg. & Stge.

ILLINOIS

Cairo
Hudson Warehouses
Chicago
Ace Warehousing Service
Affiliated Whse. Companies
American Chain of Whses., Inc.
Anchor Storage Co.
Associated Warehouses, Inc.
Crooks Terminal Whses., Inc.
Currier-Lee Whses., Inc.
Equipment Storage Corp.
Griswold & Bateman Whse. Co.
Grove Storage Co., Inc.
Joyce Bros. Stge. & Van Co.
Majestic Whses., Inc.
Midland Warehouses, Inc.
North Pier Terminal
Packers Term'l. & Whse. Corp.
Producers Warehouse Co.
Riverside Warehouse
Soo Terminal Whse.
Sykes Terminal Whse. Co.
Thomson Terminals, Inc.
Wakem & McLaughlin, Inc.
Western Warehousing Co.

Chicago Heights
United Warehousing Co.

East St. Louis
McMahon Transfer & Whse. Co.
Mid-America Term'l. Whse., Inc.
Mississippi Avenue Whse.

Joliet
Joliet Whse. & Tfr. Co.

Kankakee
Belt Route Whse. Stge. Co.

Peoria
United Whsing. Facilities, Inc.

Vandalia
Vandalia Whse. Corp.

INDIANA

Elkhart
Schult General Warehouse
Evansville
Ingle Street Whse. Co.
Mead Johnson Terminal Corp.
Producer's, Inc.
Terminal Whse., Inc.
Fort Wayne
Edgar's Warehouses
Fort Wayne Storage Co., Inc.
Pettit Whses., Inc.
Hammond
Great Lakes Whse. Corp.
Illiana Storage Co., Inc.
Nowak Warehouses, Inc.
Indianapolis
Indiana Term'l & Refrig. Co.
Indianapolis Whse. & Stge. Co., Inc.
Merchandise Whse. Co., Inc.
Strohm Whse. & Cartage Co.
Jeffersonville
Jeffersonville Div. of Louisville Public Whse. Co.
Muncie
Oren-Shively Whses.

IOWA

Cedar Rapids
American Tfr. & Stge. Co.
Cedar Rapids Tfr. & Stge. Co.
Davenport
Roederer Transfer & Storage Co.
Dubuque
Dubuque Stge. & Tfr. Co.
KANSAS
Kansas City
G-K Warehouses, Inc.
Transit Whses., Inc.
Wichita
Yellow Van Moving & Stge. Co.

KENTUCKY

Louisville
Louisville Public Whse. Co.
Winchester
Winn Avenue Whses., Inc.

LOUISIANA

New Orleans
H. G. Bauer Mvg. & Stge.
Commercial Term'l Whse., Inc.
Gulf Shipside Storage Corp.
Hayes Drayage & Storage, Inc.
Maloney Tking. & Storage, Inc.
Standard Warehouse Co., Inc.
Shreveport
Herrin Tfr. & Whse. Co., Inc.

MARYLAND

Baltimore
Camden Warehouses
Davidson Transfer & Stge. Co.
Rowley Whsing. & Distributing, Inc.
Western Maryland Whse. Co.

MASSACHUSETTS

Boston
Charles River Stores operated by Merchants Whse. Co.
Commodity Warehouse Corp.
Hoosac Storage & Whse. Co.
National Dock & Stge. Whse. Co.
Standard Storage Co.

Wiggin Terminals, Inc.
Lowell
Curran-Morton of Lowell, Inc.
Springfield
Pioneer Valley Refrig. Whse., Inc.

MICHIGAN

Detroit
Central Detroit Whse. Co.
Detroit Harbor Term'l's, Inc.
Edgar's Warehouses
Fleetwing Terminal Corp.
Grand Trunk Whse. & C. S. Co.
John F. Ivory Storage Co., Inc.
Jefferson Terminal Whse.
Lakeshore Warehouse Inc.
United States Cold Stge. Corp.
Saginaw
Central Warehouse Co.

MINNESOTA

Minneapolis
Minneapolis Terminal Whse. Co.
Security Warehouse Co.
St. Paul
Central Warehouse Co.
St. Paul Term'l Whse. Co.

MISSOURI

Joplin
Sunflower Tfr. & Stge. Co.
Kansas City
Adams Tfr. & Storage Co.
Belger Warehouse Co.
Central Storage Co.
Crooks Terminal Whses., Inc.
Evans Whse. Service
G-K Whses., Inc.
Jacobs Warehouse Co., Inc.
Kansas City Term'l Whse. Co.
Midwest Terminal Whse. Co.
St. Louis
Keystone Warehousing Co.
S. N. Long Warehouse
Madison St. Term'l. Whse. Corp.
Rutger St. Whse., Inc.
St. Louis Terminal Whse. Co.
Tyler Whse. & Cold Stge. Co.
Warehousing Corp. of Mo., Inc.
Springfield
General Warehouse Corp.

NEBRASKA

Lincoln
Sullivan Tfr. & Stge. Co.
Omaha
Ford Stge. & Mvg. Co.
Gordon Stge. Whses., Inc.
Omaha Central Whse. Co.

NEW HAMPSHIRE

Manchester
McLane & Taylor Corp.

NEW JERSEY

Bayonne
Lehigh Tank Terminal
Camden
Camden Marine Terminals
Evenson & Levering
Elizabeth
Wheeling Transportation, Inc.
Jersey City
Cooke Warehouse Corp., J. Leo
Lackawanna Whse. Co., Inc.

(Please Turn Page)

Newark
Federal Stge. Whseas.
Lehigh Whse. & Trans. Co.
Port Newark
Lehigh Term. & Whse. Co.
Wheeling Transportation, Inc.
Trenton
Anchor Warehouse Co.
Delaware Valley Whse. Co.

NEW YORK
Brooklyn
Dock Whsing. & Bottling
Center, Inc.
Empire State Whses. Co.
Buffalo
American Household Stge. Co.
Buffalo Merchandise Whses.,
Inc.
Keystone Warehouse Co.
Knowlton Warehouse, Inc.
Laub Warehouse
Lederer Terminals
Wilson Warehouse, Inc.
Deer Park, L. I.
Pinter Warehouse, Inc.
Dunkirk
Tidewater-Cleveland Stge.
Corp.
Horseheads
Lehigh-Horseheads Whse. Corp.
New York City
Affiliated Whse. Companies
American Chain of Whses., Inc.
Associated Warehouses, Inc.
Bowling Green Stge. & Van Co.
Chelsea Fireproof Stge. Whses.
Santini Brothers, Inc.
West Side Whses., Inc.
Rochester
Geo. M. Clancy Carting Co., Inc.
Syracuse
Great Northern Whses., Inc.
King Storage Whse., Inc.
Paul-Jeffrey Company
White Plains
J. H. Evans & Sons, Inc.

NORTH CAROLINA
Charlotte
American Stge. & Whse. Co.,
Inc.
Dixie Cartage & Whsing. Co.
Raleigh
Carolina Stge. & Dist. Co.
Raleigh Bonded Whse., Inc.

NORTH DAKOTA
Fargo
Union Storage & Tfr. Co.

OHIO
Akron
Cotter Merchandise Stge. Co.
Cincinnati
Cincinnati Trml. Whses., Inc.
Cleveland
Assembly Distribution Service,
Inc.
Conaty Warehouse Co.
Lederer Terminals
National Terminals Corp.
Railway Warehouses
Columbus
Central Ohio Warehouse Co.
Columbus Term. Whse. Co.
Merchandise Whse. Co.
Ohio Warehouses, Inc.
Dayton
Dayton Warehouses, Inc.
Union Storage Co.
Toledo
Edgar's Warehouses
Great Lakes Term. Whse. Co.
Merchants & Mfrs. Whse. Co.
Toledo Terminal Whse., Inc.
Youngstown
Lederer Terminals

OKLAHOMA
Oklahoma City
O. K. Tfr. & Stge. Co.
Tulsa
General Warehouse Corp.

OREGON
Portland
Holman Transfer Co.
Oregon Transfer Co.
Rapid Transfer & Stge. Co.
Rudie Wilhelm Whse. Co.

PENNSYLVANIA
Allentown
Hummel Warehouse Co., Inc.
Butler
Nicholas Tfr. & Stge. Co.
Erie
Erie Storage & Carting Co.
Erie Warehouse Co.

M. V. Irwin Moving & Stge.
Harrisburg
Central Storage & Transfer Co.
Harrisburg Storage Co.
Harrisburg Warehouse Div.,
Western Whsing. Co.
Lancaster
Lancaster Storage Co.
Philadelphia
Commercial Warehousing Co.
Melville Warehouse Co.
Merchants Whse. Co.
Pennsylvania Whsing. & Safe
Deposit Co.
Terminal Warehouse Co.
Pittsburgh
Beacon Warehouse, Inc.
White Terminal Co.
Scranton
Bison Metal Whse. & Stge. Co.
Mifflin Warehouse Co.
Quackenbush Warehouse Co.
SOUTH CAROLINA
Charleston
Berkeley Storage Co.
Charleston Whse. & Fwdg. Corp.
Columbia
Carolina Bonded Stge. Co.

TENNESSEE
Chattanooga
Chattanooga Whse. & C.S. Co.
Cherokee Whses., Inc.
Memphis
Mayer Whse. & Term., Inc.
Midwest Terminal Whse. Co.
Poston Warehouses, Inc.
Valden Warehouse
Nashville
Bond, Chadwell Co.
Central Van & Stge. Co.

TEXAS
El Paso
El Paso Term. Whses., Inc.
Western Warehouses
Fort Worth
Binyon O'Keefe Stge. Co.
Johnson Stge. & Van Co.
United States Cold Stge. Corp.
Houston
American Warehouses, Inc.
Houston Central Whse. & C.S.
Co.
Houston Term. Whse. & C.S.
Co.

Houston Warehouse Service,
Inc.
T.P.C. Stge. & Tfr. Co., Inc.
Texas Service Whse. Co.
Union Transfer & Stge. Co.
Universal Term. Whse. Co.
Wald Term. Whse. Co., Inc.

UTAH
Salt Lake City
Noyce Transfer Co.
Redman Van & Storage Co.

VIRGINIA
Norfolk
Security Storage & Van Co.
Southgate Storage Co., Inc.

WASHINGTON
Seattle
Seattle Transfer Co.
Taylor-Edwards Whse. & Tfr.
Co., Inc.
Spokane
Riverside Whses., Inc.
Taylor-Edwards Whse. & Tfr.
Co., Inc.

WEST VIRGINIA
Charleston
Guaranty Storage Co.
Huntington
Service Warehouse Corp.

WISCONSIN
Eau Claire
Superior Transit Stge. Corp.
Green Bay
Leicht Tfr. & Stge. Co.
Madison
Hansen Stge. of Madison, Inc.
Milwaukee
American Warehouse Co.
Hansen Storage Co.
National Warehouse Corp.
Terminal Storage Co.

CANADA
Toronto, Ont.
Howell Warehouses Ltd.
Terminal Warehouses Ltd.
Toronto Storage Co. Ltd.
Montreal, Que.
St. Lawrence Warehouse, Inc.

BIRMINGHAM, ALA.

Established 1913

American Transfer & Warehouse Co., Inc.

831 N. 19th Street Birmingham 2, Ala.

Merchandise Storage
Warehouse, Concrete and Steel Construction—150,000
sq. ft.—sprinklered. ADT Alarm. Private siding, Frisco
railroad. Pool Car Distribution and heavy machinery
hauling.

Member of AWA—SEW&MA—AlaTA



BIRMINGHAM, ALA.

DOC'S Transfer & Warehouse, Inc.

3221 First Avenue, North

Storage - Distribution - Local Cartage - Household Moving

Represented By
Affiliated Warehouse Companies
105 W. Madison St., 36 W. 44th Street
Chicago 2 New York 36
ST 2-3180 MU 2-8927



BIRMINGHAM, ALA.

1880—Seventy-nine Years of Service—1959

HARRIS WAREHOUSE CO.

• 8 South 13th St., Birmingham •

Merchandise and Household Goods

• STORAGE • CARTAGE • DISTRIBUTION • FORWARDING

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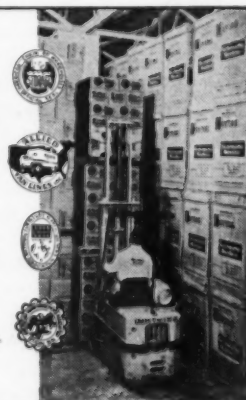
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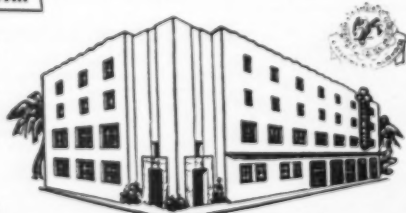
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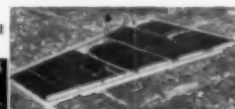


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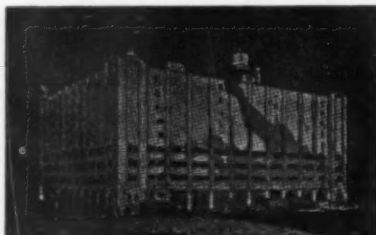
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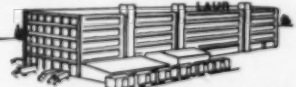
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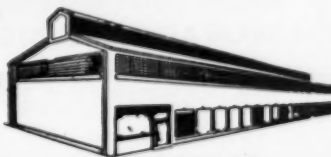
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and Distribution of your
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61 West Georgia Avenue, Memphis 5, Tenn.

Owned and Operated by the ST. LOUIS TERMINAL WAREHOUSE CO., ST. LOUIS, MO.

... Spotlight

(Continued from Page 74)

Men in the Spotlight

Ralph T. Mackenzie—named president-director, Binyon-O'Keefe Storage Co., Dallas, Tex.

L. A. Larimore—elected national vice president, National Defense Transportation Assn.

A. M. Crighton—elected vice president, Gulf Shipline Storage Corp., New Orleans, La.

Dean B. Needham—appointed to

the National Account Administration Dept., North American Van Lines, Inc., Fort Wayne, Ind.

Emmett J. Flavin—elected executive vice president, Allied Van Lines, Inc., Broadview, Ill.

Warren L. Bouve—named to newly-created position of secretary, Products Section, Air-Conditioning and Refrigeration Institute, Washington, D. C.

W. Walker McGann—joins National

Van Lines, Inc., as agent relations manager.

Thomas R. Kingsley—named acting manager, Movers Conference of America.

Sid Luckett—appointed assistant traffic manager, Wheaton Van Lines, Inc., Indianapolis, Ind.

James K. Hines—elevated to executive vice president in charge of operations in Cleveland, Memphis, Atlanta, Jacksonville, and Tampa for D. H. Overmyer Warehouse Co.

Marvin E. Egeland—appointed president, Bekins Van and Storage Co. of Arizona.

and Firms are Arranged Alphabetically

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W. H. DEARING, President

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TO CUT YOUR DISTRIBUTION COST
AND TO SERVE YOUR CUSTOMERS BETTER



GENERAL MERCHANDISE STORAGE

SPOT STOCKS
POOL CAR DISTRIBUTION
CITY DELIVERIES AND SHIPMENTS MADE PROMPTLY
STORAGE IN TRANSIT
PRIVATE R.R. SIDING, 18 CAR CAPACITY
UNLIMITED FLOOR LOAD
ALL FIREPROOF CONSTRUCTION WITH
SPRINKLER SYSTEM AND ADT PROTECTION
INSURANCE RATE 6.3 CENTS PER \$100 PER YEAR
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Alpine 5-2738

Teletype NV 364

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WAREHOUSE STOCK and POOL CAR DISTRIBUTION

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• POOL CAR DISTRIBUTION

• MERCHANDISE & HOUSEHOLD GOODS STORAGE



KING OF THE MOVIES
JOHNSON
STORAGE & VAN CO.



COMPLETE WAREHOUSING FACILITIES



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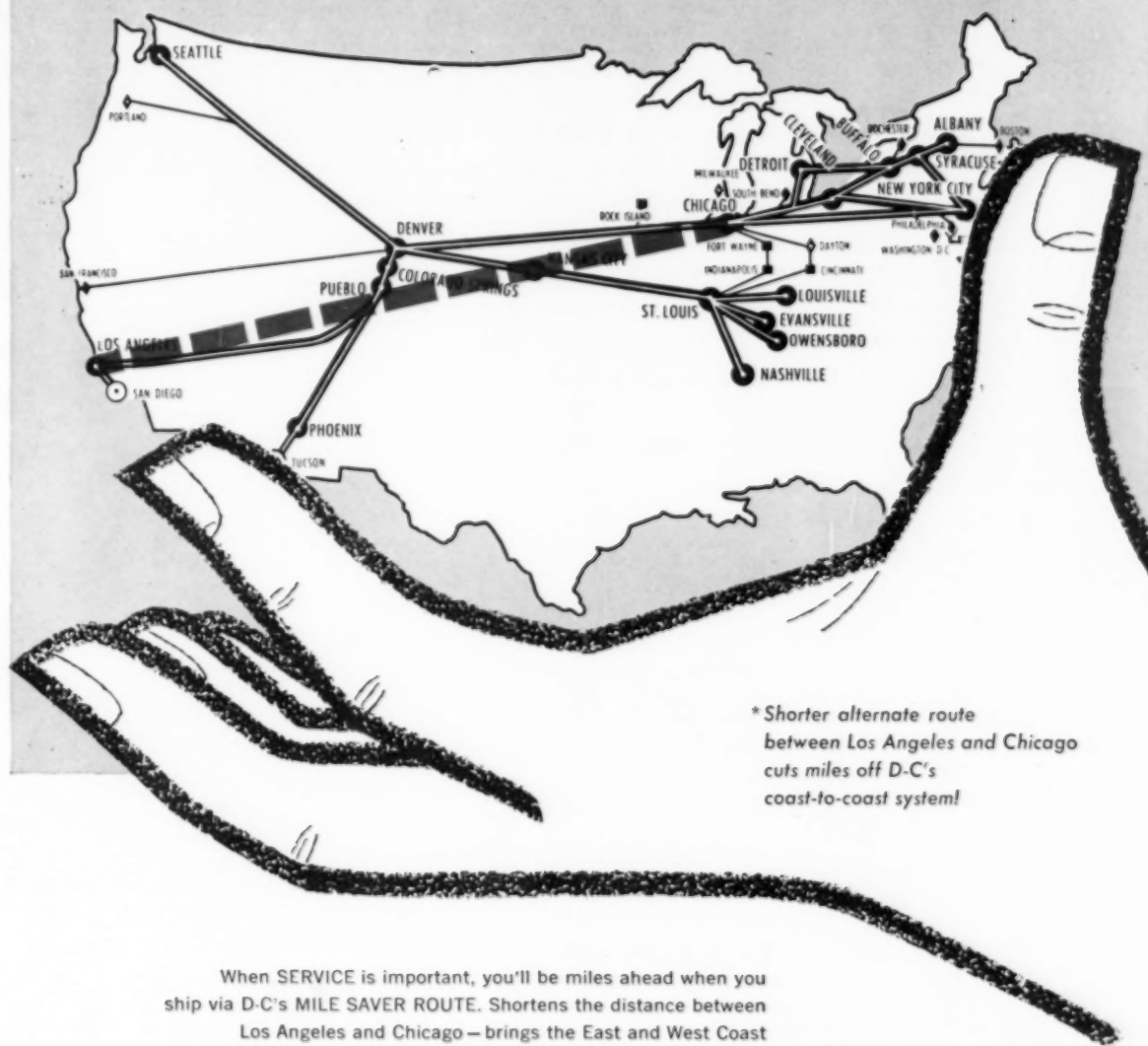
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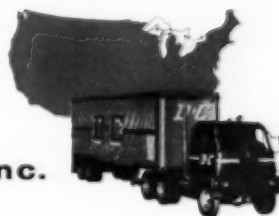


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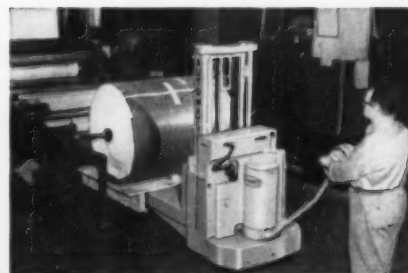
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